DOCUMENT RESUME

ED 383 350 IR 055 523

TITLE	How To Establish Effective Book Marketing and Distribution Systems in Asia/Pacific. Report of the Regional Training Course on Book Production in Asia/Pacific (Tokyo, Japan, September 21-October 9, 1994).
INSTITUTION	Asian Cultural Centre for UNESCO, Tokyo (Japan).
PUB DATE	94
NOTE	102p.
PUB TYPE	Reports - General (140) -- Speeches/Conference Papers (150)
EDRS PRICE	MF01/PC05 Plus Postage.
DESCRIPTORS	*Books; Foreign Countries; Information Dissemination; *Marketing; Printed Materials; Publications; *Publishing Industry; Retailing; Wholesaling
IDENTIFIERS	Africa; *Asia Pacific Region; Japan

ABSTRACT

The participants in this 1994 regional training course examined the issue of book distribution and marketing. They focused on book marketing together with the development of distribution in order to prepare practical action plans for improvement. Twenty-three experts from 20 countries in Asia/Pacific and Africa analyzed problems, exchanged experiences, examined various marketing devices, and drafted practical action plans for establishing effective book marketing systems, calling upon governmental cooperation, publishing industries in member states, and the international society. The papers addressing strategies for successful marketing of publications include: "Publishing as Communication Media" (Hideo Shimizu); "Book Marketing and Distribution: Marketing Theory and Practice" (Alison Baverstock); "Developing Publishing Business and Marketing of Children's Books" (Tadashi Matsui); "Practices of Book Marketing in Japan" (Yoshio Aida); "Approaches for Successful Marketing of Publications" (Shoichi Nagai); "Marketing Practices of Trade Publishing in U.S.A." (Tetsu Shirai & Kuniaki Ura); "How To Market Books More Effectively" (Alison Baverstock); "Marketing and Editing of Magazines" (Mitsutoshi Igarashi); "Marketing of School Textbooks and Educational Materials in Japan" (Bunpei Mizunuma); "The Role of Wholesale Distributors in Books Sales in Japan" (Masayoshi Yoshida); "Bookshops and Sales Promotion" (Tadao Nireki); "Strategies for Improving Local Distribution of Books--Book Delivery Services in Local Areas" (Shozo Ikari); and "Practical Session on Drafting Effective Marketing Plans of Publications" (Alison Baverstock). The final section discusses the situation of book marketing and distribution in respective countries. Appendices include: general information; list of participants; program schedule; list of lecturers; and list of secretariat members. (MAS)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

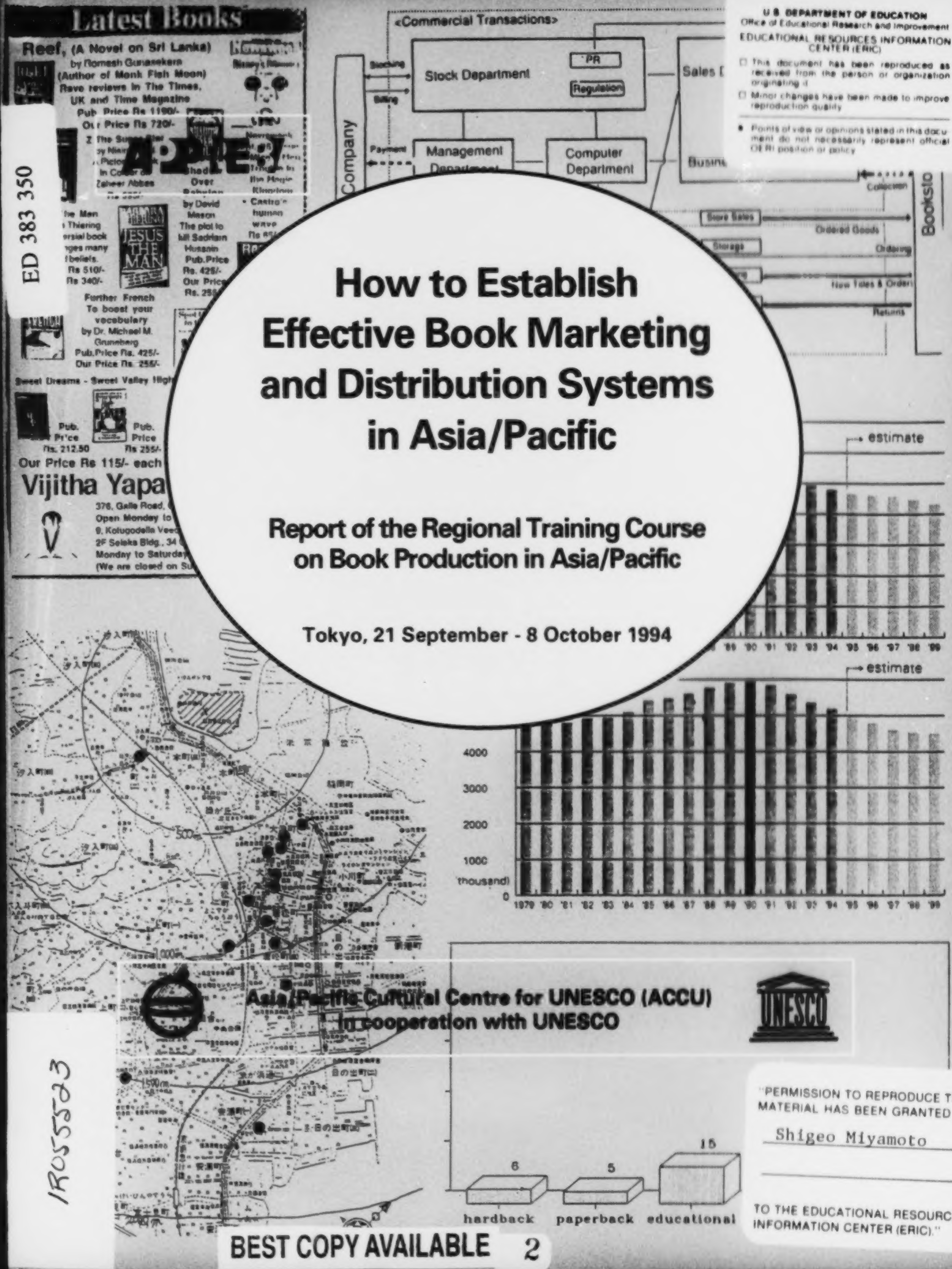
ED 383 350

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.


Latest Books
Reef, (A Novel on Sri Lanka)
by Romesh Gunesekera
(Author of Monk Fish Moon)
Rave reviews in The Times, UK and Time Magazine
Our Price Rs 115/- each
Vijitha Yapa
<Commercial Transactions>
Stock Department
PR
Regulation
Management Department
Computer Department
Sales
Company
Bookstore
Store Sales
Storage
Ordered Goods
Ordering
New Titles & Orders
Returns
Collection
estimate
estimate
4000
3000
2000
1000
(thousand)
0
6
5
15
hardback
paperback
educational

How to Establish Effective Book Marketing and Distribution Systems in Asia/Pacific

Report of the Regional Training Course on Book Production in Asia/Pacific

Tokyo, 21 September - 8 October 1994

Asia/Pacific Cultural Centre for UNESCO (ACCU)
in cooperation with UNESCO

IR055523

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY
Shigeo Miyamoto
TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

BEST COPY AVAILABLE

APPREB

How to Establish Effective Book Marketing and Distribution Systems in Asia/Pacific

Report of the Regional Training Course on Book Production in Asia/Pacific

Tokyo, 21 September - 8 October 1994

Asia/Pacific Cultural Centre for UNESCO (ACCU)
in cooperation with UNESCO

published by
the Asia/Pacific Cultural Centre for UNESCO (ACCU)
6, Fukuromachi, Shinjuku-ku,
Tokyo 162 JAPAN
tel. (03)3269-4435, fax. (03)3269-4510

printed by
Taito Printing Co. Ltd., Tokyo

© Asia/Pacific Cultural Centre for UNESCO (ACCU) 1995

illustrations of front cover
prepared for the course by lecturers and participants
illustrations of front cover
prepared for the course by Ms. Alison Baverstock

PREFACE

The Training Course on Book Marketing and Distribution - 1994 Training Course on Book Production in Asia/Pacific - was organized by the Asia/Pacific Cultural Centre for UNESCO (ACCU) with assistance from UNESCO under APPREB (Asia-Pacific Co-operative Programme in Reading Promotion and Book Development) and with cooperation from the Japanese National Commission for UNESCO, the Japan Book Publishers Association and the Japan Foundation from 21 September to 8 October 1994. 23 experts who have been engaged in book marketing and distribution from 20 countries in Asia/Pacific and Africa were invited to the course as the participants. This regional training course was an important opportunity for experts from different countries in different regions to share their problems, needs and experiences with the benefit of much wider resources, and work together to improve book marketing and distribution.

In 1993, ACCU took up the issue of book distribution and marketing for the first time. Without an effective book distribution and marketing system the books produced would not reach many people and thus, publishing would not be developed much. The 1993 course mainly focused on problems in book distribution, which are closely related to inadequacies in social/economical infrastructures.

Based on the experience of the previous course on book distribution in 1993, the participants of the 1994 course examined this issue with the main focus on book marketing which should go together with the development of distribution, in order to prepare practical action plans for improvement. They analyzed problems, exchanged experiences, examined various marketing devices and drafted practical action plans for establishing effective book marketing systems, calling upon good co-operation among governments, publishing industries in Member States and the international society.

Though book marketing has not been given much attention, its importance is getting to be well recognized, as publishing industries are influential in many countries. And it is an important issue for the nations too, as the availability of a variety of books among population is the key to cultural and educational life and to the social development of the country.

ACCU would like to express our sincere gratitude to kind cooperation from many lecturers and advisers in organizing this course. Our heartfelt appreciation also goes to the Japan Foundation for their kind cooperation in inviting the participants from several countries to the course. We sincerely hope this report will help action plans for effective book marketing and distribution to be implemented in the Member States.

Asia/Pacific Cultural Centre for UNESCO

HOW TO ESTABLISH EFFECTIVE BOOK MARKETING AND DISTRIBUTION SYSTEMS IN ASIA/PACIFIC

CONTENTS

Part 1. Practical Suggestions to Improve Book Marketing and Distributon in Asia/Pacific (NP-Method Discussion)

Part 2. Strategies for Successful Marketing of Publications

1. Publishing as Communication Media — Prof. Hideo Shimizu
2. Book Marketing and Distribution: Marketing Theory and Practice — Ms. Alison Baverstock
3. Developing Publishing Business and Marketing of Children's Books — Mr. Tadashi Matsui
4. Practices of Book Marketing in Japan — Mr. Yoshio Aida
5. Approaches for Successful Marketing of Publications — Mr. Shoichi Nagai
6. Marketing Practices of Trade Publishing in U.S.A. — Mr. Tetsu Shirai, Mr. Kuniaki Ura
7. How to Market Books More Effectively — Ms. Alison Baverstock
8. Marketing and Editing of Magazines — Mr. Mitsutoshi Igarashi
9. Marketing of School Textbooks and Educational Materials in Japan — Mr. Bunpei Mizunuma
10. The Role of Wholesale Distributors in Book Sales in Japan — Mr. Masayoshi Yoshida
11. Bookshops and Sales Promotion — Mr. Tadao Nireki
12. Strategies for Improving Local Distribution of Books - Book Delivery Service in Local Areas — Mr. Shozo Ikari
13. Practical Session on Drafing Effective Marketing Plans of Publications — Ms. Alison Baverstock

Part 3. Present Situation of Book Marketing and Distribution in Respective Countries
Status-quo and Problems in Book Marketing with Successful Cases and Unsuccessful Cases experienced by the participants

Bangladesh, Bhutan, China, India, Indonesia, Iran, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Republic of Korea, Sri Lanka, Thailand, Vietnam, Kenya

Appendix:
1. General Information
2. List of Participants
3. Programme Schedule
4. List of Lecturers
5. List of Secretariat Members

INTRODUCTION

The Training Course on Book Marketing and Distribution was held in Tokyo from 21 September to 8 October 1994. 23 experts from 20 countries in Asia/Pacific and Africa were invited to the course.

The purposes of this course were:

- to provide the participants with an opportunity to exchange useful information and experiences related to book marketing in each country;
- to provide the participants with knowledge and techniques on effective marketing devices, book production, distribution and sales based on marketing;
- to help the participants to prepare their practical action plans to improve book marketing in their own countries.

At the beginning of the course the participants shared experiences and situations of their countries and identified common problems and needs on book marketing. Reading is not a common habit among the people because of low purchasing power, the lack of library services and low literacy rate. Moreover, with the lack of an effective infrastructure and high cost of production, marketing and distribution of books is a heavy burden for the publishers, without any helpful government policies. These problems all limit the size of the market and hamper the development of the book industry.

Experts on book marketing and distribution in Japan and the United Kingdom were invited to the course as lecturers to introduce various marketing strategies conducted by publishers, distributors and booksellers. These experts discussed basic ideas and theories on marketing as well as many types of effective marketing devices. Observation visits were also conducted to a publisher, a distribution centre and a retail store as they also play an important role in disseminating information and marketing publications to wide range of readers. Having gathered various ideas and suggestions to improve book marketing, the participants drafted marketing plans for different types of publications in the workshop sessions.

Based on the problems in book marketing analyzed at the beginning of the course and on those lectures, the participants discussed how to solve those problems of book marketing and distribution in their countries. They insisted that governments and book industries of Member States as well as international society, should help in introducing and establishing nation-wide effective and up-to-date facilities/systems, promoting marketing activities, training book personnel, promoting literacy and reading, and so on.

The participants appreciated the course because they could learn many types of book marketing and distribution practices and a variety of new and effective marketing strategies. Also most of them said that they would pass on their experiences of the course to other book personnel in their countries through writings and training courses. ACCU hopes that the results of this course will be disseminated and utilized widely in Asia/Pacific through the follow-up activities of the participants and this report.

1

Practical Suggestions to Improve Book Marketing and Distributon in Asia/Pacific

(NP-Method Discussion)

Problems and Needs in Book Marketing in Asia/Pacific and Practical Solutions

The participants discussed and analyzed the problems and needs related to book marketing and distribution in respective countries. They developed data map which helps to understand the situation and to proceed to next stage, by means of the New Participation Method (NP-Method).

Based on the developed data map, the same group discussed practical solutions to improve book marketing and distribution. The following is the outcome of these discussions.

Problems and Needs in Book Marketing and Distribution

Group-A

1. Lack of awareness

The drop in reading habits in many countries in South Asia and its neighbours, as well as the high rate of illiteracy in the region, is mainly due to the lack of awareness. The shortage of training programmes to educate the rural population on the importance of reading habits has resulted in most of them being illiterate. Most parents do not encourage their children to read because they themselves do not read. This is because they have not been made aware of reading habits. What is required is a very effective awareness programme.

2. Lack of library facilities and shortage of bookshops in rural areas

This is another problem faced by countries which are working very hard to educate their people. Due to various economic problems faced by developing countries, the necessary funds are not available to build and maintain public libraries. Due to the poor buying habits in rural areas, booksellers do not wish to open many bookstores there. Shortage of libraries and bookshops close to schools and universities can also be a discouraging factor.

3. Lack of trained personnel

Since book marketing and distribution is one of the most noble and respectable professions in the world, it is necessary to have well-trained and well-educated personnel working in bookshops, in order to promote books and magazines. The shortage of well-trained staff has affected the book trade in many South Asian countries. The lack of training programmes also is a problem in the book marketing and distribution trade.

4. Transportation and communication difficulties

Due to the shortage of proper transportation networks, the distribution of books to rural and remote areas has almost come to a standstill. Although it is very important to deliver books on time (especially textbooks and school books), it depends mostly on the transportation available. If sufficient numbers of vehicles are not available, the distribution can be delayed indefinitely. The unavailability of telephone and fax machines makes it impossible to take orders for books and supply them at short notice. This also affects the co-ordination.

5. High postal charges

The postal rates in many Asian countries are very high and keep going up day by day. This discourages prospective readers from ordering books by mail. Mail order service can be very effectively implemented if reasonable postal rates are offered to customers mainly living in faraway places.

6. High cost of materials resulting in high rates for books

The ever-increasing prices of paper and other material used in the manufacture of books and printing magazines etc. has affected the book marketing and distribution trade adversely. Even the equipment used in printing books should be made available on easy payment terms.

7. Lack of high quality books

The shortage of good quality books in most bookshops is due to the very high prices which are charged by publishers who give good discounts for high quality books which can be made available to the public. i.e. Ladybird (UK), REED books (UK), Hamlyn (UK) etc.

Due to the poor quality of certain books, they become useless in a short time. Efforts should be made to publish high quality books which can last longer. Children's books should be colourful, attractive and reasonably priced.

8. Lack of new techniques in marketing and distribution

The shortage of modern techniques such as computers, CD-ROM, etc. has also slowed down the efficiency of book marketing and distribution. Since computers are becoming a common feature in most business activities, the book marketing field also needs computerization.

9. Frequent change in syllabus which results in redundant stocks

This is a problem which predominantly affects the textbook distribution and marketing. Due to sudden changes in the prescribed syllabus by educational authorities without warning, books ordered previously can become virtually useless. The authorities should take action to decide on a particular syllabus which will not be changed from time to time. This causes great financial loss to the distributor and the bookseller.

10. Shortage of storage facilities in most of the cities

Most bookshops have the problem of not having enough space to stock the books received by them. This limits the number of books ordered to this maximum. Due to the high amount of money needed to rent a warehouse in a city , most bookshops have to limit their stocks to the available space. This prevents them from ordering more stocks of the best-selling books.

11. Book piracy: which effects the genuine publisher

In many Asian countries, certain bestsellers are published by unauthorized, unscrupulous publishers without any permission from the original publishers. These books are very poor in quality, and very cheap. By selling these books, most bookshops contribute to the drop in sales of the original edition which is of good quality.

12. High rate of advertising

Book marketing, like any other business, needs to be advertised. But the astronomical rates charged by newspapers and other electronic media have restricted the extent of advertising capacity. Special rates should be made available for book advertising.

13. Lack of uniformity in items of discount - commission etc.

Due to various different discount rates offered to booksellers by distributors of books, the prices of books vary from one bookshop to another. Distributors should always offer the same commission/discount to all booksellers without favour.

14. High taxes for raw materials

Most of the materials needed in the publishing industry have to be imported into most of the Asian countries. But due to high tax rates imposed by the government, the publishers have to limit the importing of these materials.

15. Lack of Government co-operation

In most of the South Asian countries, libraries and other educational institutions are managed by the government. But the number of (new) available books very limited. The government should allocate more funds for supplying new and good quality books to libraries.

Group-B

1. High cost of production

- Costs of raw materials and other variable inputs are high and consistently rising as they are mostly imported.
- The average cost (cost of per unit of book produced) is high as in developing countries books are published by small-scale business units.

2. High cost of marketing and distribution

- Advertising cost per unit through the print and electronic media, more especially so in the case of the later, is extremely high. This is due to the high rate of advertising and limited size of the market.
- Poor transportation and communication systems make distribution of books very costly and difficult.

3. Weak and small marketing and distribution infrastructure

- As they are small, most publishers market their books to readers directly, thus limiting their outreach for larger readership.
- Distributing agents and market outlets are small in size and number. Furthermore they are concentrated in the urban and sub-urban areas. The rural and remote areas are neglected.

4. Low readership

- Illiteracy rates in most developing countries are high.
- Majority of the population have low income which is just enough for subsistence.
- Those having income surplus generally do not cultivate reading habits.
- Insufficient roles played by teachers, parents and the community in promoting reading habits.
- Stronger influence from competing habits and pastimes such as loafing, watching TV, listening to music and idling.
- Lack of attractive and quality books.
- High prices of books

5. Lack of professionalism on the part of publishers, distributors and book retailers

- Most of those involved in the book industry do not have proper training, knowledge and skills in their work.
- Lack of initiative, creativity, innovation and imagination for improvement.
- Lack of strategic planning
- Lack of market information and ability to process, analyze and use information for improvement.
- Books are of low quality in terms of content, techniques and physical qualities.

6. Lack of sound policies, programmes and activities

- Governments do not create policies, programmes and activities that could encourage the proliferation of books. Writers and potential writers for example are not sufficiently induced to write new and quality books. Translators are not inspired to translate as many good foreign books as possible.
- Lack of concerted effort by the government and the private sectors in promoting the inculcation of reading habits among the general public.
- Necessary infrastructure and financial support are not given for the book publishing, distribution and marketing industry to grow and develop.

Group-C

1. Government obstacles

1) Government-owned publishing houses are providing unnecessary competition. They are publishing school textbooks preventing the private sector from expanding in the publishing industry.

2) Government taxes on tariffs are too high. This is reflected in the high price of the finished product where the average reader cannot afford to purchase it.

3) The government lacks well-defined book

policies. There are no proper book policies to govern the established bodies and to represent their interests well.

4) The government always delays the release of funds to the educational institutions and slows down their purchasing power.

5) The government is not building new public libraries to meet the growing readership demand. The existing public libraries lack sufficient funds to stock up new titles as sources of information.

6) The government is handing out a "Free Issue" of every new title in curriculum text books. With the lifespan of books being 3 - 5 years, the wholesaler and the retailer are denied of their marketing rights.

2. Corruption

Bribery or illegal transactions are hindering the smooth progress of successful marketing. People with the buying authority are accepting tips or bribes in back-door dealings that make book marketing unprofessional.

3. Insufficient distribution

1) Limited distribution channels, lack of book shelves and display space are preventing the distribution of more titles or copies.

2) Publishers selling directly to the retailers, bypassing distributors, creates some ill feelings and reduces the quantity of distribution.

3) Lack of computerization causes slow distribution and at times very low distribution in terms of volume sales.

4) There are not many bookshops or retail outlets in the rural and remote areas where the majority of the population are living.

4. Supply and demand

The supply of textbooks is not readily available when the demand suddenly rises. Sometimes the distributor does not have the necessary funds or capital to stock up or the publisher does not have the funds for the print run. The worst case is when the government cannot decide the quantity and the titles needed for the coming school year.

5. Lack of trained personnel

1) There is a lack of trained personnel in the field of book marketing and distribution. The companies and the governments are not organizing training courses.

2) There is a lack of professional skills to improve upon the existing marketing and distribution systems in the various developing countries.

3) There is a lack of dialogue between the publisher, distributor, and the retailer.

6. High production inputs

1) The high cost of raw material causes the retail price of books to rise. The purchasing power is low and therefore, the readers cannot afford the high price of books.

2) Lack of market research done to determine the cost of the finished product results in the high prices and unsalable books.

3) Implementation of the Value Added Tax (VAT) on books increases the price of books.

8. Low readership and illiteracy

1) Buying of books has became a low priority as the interest in reading books has decreased. Educated people, both young and old, have lost interest in reading.

2) Reading is yet to become a habit of the common people as well as the students.

3) Most of the illiterate people are in the rural and remote areas and that's where the vast majority of the population is.

9. Lack of capital

1) The publishing houses lack the necessary capital to boost the industry. The banks, lending policies do not assist in providing the much needed capital.

2) The declining economy of some countries weakens the currency, making it very expensive to buy overseas.

10. Transportation cost

1) The cost of transportation is very high in distribution to rural and remote areas through air freight.

2) The road systems need a lot of improvements in order to reduce the high cost of truck deliveries.

3) The postal charges are also high and at times, postages are higher than some single titles. Lack of telecommunication facilities is an added problem to the transportation system.

11. Advertising cost

1) As stared in 9 above, we are unable to meet the high cost of advertising in the media. Advertising in television and newspapers is becoming very expensive.

2) Lack of professional know-how on promotional methods as stated in 5 above leads to high cost of advertising.

3) Not enough book reviews are made for promotional purposes due to the high cost of newspaper advertising.

12. Advertising policy

This point was raised by the participant from the Republic of Korea, that, media advertising should be banned. The rest of the group did not agree with him. Therefore, we leave this for open discussion. We welcome any comment or suggestions from all participants.

Solutions to the Problems in Book Marketing and Distribution

Group-A

1. Lack of awareness, lack of basic reading facilities/materials, and poor training

In most of the third world countries the number of people who come into the book industry is very small when compared with many western countries. The book industry is a highly regarded and respected profession in many countries mainly due to the importance it has in developing a healthy nation. What is lacking in many, not so developed countries, is the interest and knowledge about books and reading in general. Due to the negligence of most parents, the children too suffer the same fate, which in turn affects the country as a whole. To overcome this situation, there should be a concerted effort by each and everyone involved in the business including the Government, to work out a coordinated organization of programmes to improve the image of reading and the uplifting of rural life style. People should be made to understand that most western countries have developed so quickly, because of the high standard of their education system, which helps to produce a highly literate society which can help to build a well educated society.

Encouraging adults to read, and read for their children (Read Aloud) is the best way to start developing reading habits. By starting new and improved methods of adult education, awareness can be created among all people concerned. Formal education system and special methods of education using audio/visual (e.g. *Mina Smiles*) materials can also greatly contribute to this venture.

Improving and expanding the necessary library facilities all over the country is essential. The Government should offer the maximum amount of funds and expertise free of charge. The Government should be made aware of the need for a better living standard which can be achieved only by educating the people.

2. Lack of trained personnel

The shortage of educated and well trained staff has become an increasingly common problem in most South Asian countries. Like in many western countries, there should be a special training programme for everyone involved in the book publishing, distribution and selling field. The Government should undertake the responsibility for providing the necessary expertise, by inviting

specialized professionals from other countries to share their knowledge with the local personnel. Providing reading materials on management and marketing of books at subsidized prices can be a very useful method.

Since the government is the most powerful machine in any country, it should provide the maximum assistance to improve the book industry as a whole. Book marketing cannot be successful, if people do not buy books. So, by providing more library facilities and more bookshops it will be possible to create a highly literate new generation.

3. Improve other practical difficulties faced by book publishers, distributors and bookshops

The shortage of good quality reading material at a reasonable price is the most common problem in developing countries. Many unscrupulous publishers try to distribute and sell low quality cheap reading material at fancy prices to unsuspecting customers. This effects the peoples reading habits to a great extent. All publishers should follow a code of ethics and should publish high quality books.

The Government should subsidize postal rates for books, magazines and other library materials. Transportation and communication facilities should be improved by the Government, as having a well-spread network is their responsibility. Advertising rates should be revised only for books and related materials. The Government should be more active in the book distribution scheme so that the private sector also will be looking for some incentive for their hard work. More and more professionals should be brought into the field to motivate everyone else. Supply and demand should be proportionately controlled. The Government should take necessary action against corruption and piracy. Standard terms of business should be introduced to the entire network so that there's no undercutting. The material needed for publishing books should be made available freely, and at reasonable prices. As this is under the control of the Government, it is the duty of the Ministry of Education to assist the book industry to improve. Rural areas should be given priority as most shortages are in those areas. Education authorities should go to the rural areas to get firsthand information. Films should be shown in the villages to illustrate exposes the high standard of living in many developed countries due to proper education. Writers and professors should signify the role the Government, on one hand, and the publishers, distributors and booksellers on the other, can play in improving and expanding this very important and vital element of human development.

Group-B

1. Improving the distribution system

- Exchange of experience of book distribution between Asian countries

- Publishers must have distribution network with computerized system in all country areas.
- Modernization of the distribution network (including computerization)
- Transportation and communication systems should be established.
- Distribution activity should be made economically feasible by allocating more commission and discount to wholesalers & distributors
- Improvement of the book distribution system in every country by co-ordinating through an association
- Improving the methods and systems of book storage, handling, sorting and packaging
- Association of publishers are to set up training centre for their involved personnel
- Professional association such as publishers associations and book-sellers association should co-operate with one another.
- Training course for those involved in book marketing and distribution
- Publishers should spend more on publicity, advertising information-media
- Free publishing of books competition between publishing house
- Readership surveys, content analysis, market research and talent scouting should be observed
- Improvement of information network between book-seller, publisher, and readers by computerization
- To upgrade professionalism, training centre should be set up by the association of publishers and book sellers
- Regional and international training courses and seminars should be held

2. Promoting book sales

- Hold national & regional book fairs to promote sales of books.
- Increase local libraries or mobile libraries for each area even in remote areas
- Attractive discounts, commissions and bargaining arrangements should be allowed.
- Allocate more commission and discount to book distribution on part of publishers, making distribution economically feasible
- Set up regional book fair every year
- Regional book fair should be held occasionally.
- Research data publication by meeting the need of readers, find the kind of book and quality they like
- Publishers should spend more money on publicity at least 3% or more of sales income
- Advertise on TV and radio, and in newspapers regularly

3. Promoting readership

- Organization of reading & writing competition in order to promote reading habit
- Publishers must establish connections with transportation companies to remedy poor book distribution
- Increase reading habit by publishing low-cost educational reading materials
- Expand & improve the transportation network for delivering books to remote areas

Group-C

1. Book related associations

After an elaborate discussion, Group C came up with some solutions which members felt are vital to improving and strengthening the book industry in their various countries.

First and foremost there is a great need to have strong book-related associations such as Librarians Association, Booksellers Association, Publishers Association, Writers Association, etc. Such associations would lobby for better and more favourable terms for their members. For example, they could prevail over the Government to remove/ lower tariffs and taxes on imported printing material. This would lower printing costs and therefore the net cost of books.

2. The role of Government in developing viable book industry

The Group also felt that strong Book Development Councils and well spelt out Book Policies by the Third World Countries would go a long way towards streamlining operations of the book industry. In some countries, the governments are directly involved in publishing and distributing school books, thus posing very unfair competition. Government should develop curriculum material and syllabi to be followed in schools etc., then leave the actual writing and publishing to private publishers and experts.

The books would then be examined by inspectors and experts/professionals from the Ministry of Education to determine their suitability for use in schools.

Government could set up some form of financial assistance with easy terms of requirement for those who would like to go into the book industry.

The Governments need to be made aware of the fact that having a strong stable book industry enhances its image, assists in creating a reading culture and promotes its culture in general. This would bring their nations to par with more developed nations. Book industry is also a lucrative business if properly organized and would generate high income for the state while providing employment opportunities for the youth.

3. Efficient distribution and transportation system

In most of our countries, there is a lack of well-organized book distribution channels. To remedy this situation, publishers could come together and create a wholesale and distributing company (or companies). Such a company would carry out book distribution. This would leave publishers free to concentrate on publishing and sales promotion.

Having agents and sales representatives in remote areas who would handle both sales and distribution could also improve the situation. This would improve distribution in remote rural areas, especially in countries with poor infrastructures.

Since postage and freight charges are usually high in most of these countries, publishers could make use of regular passenger buses and essential commodities delivery vans and trucks to drop (deliver) books en route to agents and book stores.

Publishers could also request the postal authorities for special low postage rates on book parcels and printed matter.

4. Advertising and promotion

Newspaper advertising tends to be expensive in most countries. So booksellers and publishers should use alternative promotional means such as newspapers' book reviews which are free of charge. They could also use posters, dump bins, handouts, book jackets, write ups and so on. The promotional material could be displayed at the railway stations, airports, bookstores, in libraries, shops in hotels, schools, universities, colleges and in any suitable public places.

Publishers should also have POS (point of sales) material ready on time in the right places.

Book launching when authors can give talks and autograph their books is also good promotional technique. Having regular conferences by prominent book industry personnel, public lectures, radio and TV talks by literary entities would also promote book sales in general and create awareness.

Book fairs and exhibitions on a regular basis all over the country; both in the rural areas and urban centres would also assist in promoting books and reading in general and would result in improved sales.

Publishers could also request special reduced advertising rates in all the media such as radio, TV, newspapers, etc.

5. Training for book industry personnel

Book industry personnel in our countries often lack opportunities for proper training. Therefore they require training at all levels to acquire professionalism.

Apart from training on the job, and in house training, there is also a need to have regular local, national and regional training courses and workshops. UNESCO, through the countries' National Commissions for UNESCO, could be requested for assistance with training in this area. The training would expose the personnel to new and up to date skills, ideas and techniques etc. used in the book industry in developed countries.

6. Readership promotion

Readership is low in many developing countries. This is due to many factors such as poverty, illiteracy, inaccessibility to suitable books and lack of reading habit.

First there is a need to create public awareness and to make people aware of the benefit gained from reading books. This could be done through having competitions to award those who have read most books in a year. The competitions could be in the form of a quiz for both children and adults. There could also be book festivals once a year, for several days to a week, with lots of book and reading related activities. Book fairs and book exhibitions would also encourage people to read more.

Yearly celebration of the International Literacy Day (8 September) could also be made more attractive by offering free books to a few new literates. Having libraries in the rural areas and bookshops at local shopping centres would also encourage people to read more. Lowering prices of books and possibly declaring a year as being the YEAR OF THE BOOK, could also encourage people to read more.

Procedure of NP-Method

Participants are divided into small groups of six to seven persons.

1. Firstly, the group members decide the topic and freely discuss problems of the topic for 30 minutes, freely without any referring to any material, to have some idea as to what items to bring up as important. At this stage all members should limit their talking time to within 3 minutes each.

2. Each person writes down 10 different items they can think of, on 10 slips of paper (3.5 cm x 10 cm). About 30 minutes is given for writing and they should be written without referring to any material. The slips are the basis for a data map, so they should be written in the following manner:

   a) Simple and in short sentences;
   b) Content clear and practical;
   c) Easily understood by everybody.

3. Then, each person reads out what he/she has written in the group in turn and others listen to the content of the items. The slips are then grouped according to their similarity, and then content of all items raised are summarized into a sentence for each category. All slips are pasted on a large sheet of paper and the content summary is written down at the top of each category. It is a kind of data map which helps to understand the situation and to proceed to the next step, e.g. solutions.

4. For instance, you can make a data map on 'problems', based on which you can follow the same procedure for the 'solutions' and then your 'practical actions'. This method has proved very effective for identifying needs and problems in the past ACCU literacy workshops and training courses.

Members of Group-A:
Ms. Nazira Ahmed (Bangladesh)
Mr. Dago Dorji (Bhutan)
Ms. Guo Hong (China)
Mr. Suresh Chand (India)
Mr. Tej Bahadur Pant (Nepal)
Mr. Syed Naim Akhtar (Pakistan)
Mr. Mohamed Rumi Izadeen (Sri Lanka)
Mr. H.M. Guneratne Banda (Sri Lanka)

Members of Group-B:
Ms. Cucu Kartini (Indonesia)
Mr. Fazel Ardeshir Larijani (Iran)
Mr. Bounphak Leuangvilay (Laos)
Mr. Mohamad bin Hj.Mohamad Zain (Malaysia)
Mr. Tate Etekbai (Mongolia)
Ms. Mya Mya (Myanmar)
Mr. Somyod Thaenin (Thailand)
Mr. Tu Ngoc Anh (Viet Nam)

Members of Group-C:
Mr. Anowarul Hoque Bhuiyan (Bangladesh)
Mr. Abdullah Shafeeu (Maldives)
Mr. Joseph P. Abaka (Papua New Guinea)
Ms. Beatriz R. Abiva (Philippines)
Mr. Chung Jee-seok (Rep. of Korea)
Ms. Suwadee Chongsatitwatana (Thailand)
Ms. Asenath Bole Odaga (Kenya)

2

Strategies for Successful Marketing of Publications

1. Publishing as Communication Media

Prof. Hideo Shimizu
Professor Emeritus
Aoyama Gakuin University

1. Publishing in mass media

What is book publishing? The answer is miscellaneous. Some will say that publishing is business, profitable or risky, others say that publishing is culture, basic culture of mankind. Or, some may say that publishing is education for children as well as adults. There are many possible answers to this question. All those answers are right but only partly. I myself think that book publishing is communication in our society first of all, and so books are media for it. So, in the first place, I want to talk about books, about communication media.

(1) Books as communication media

In order to clarify book production, I think, we need first to think of books as communication media. Needless to say, there are many kinds of communication media. Among them, newspapers, magazines, radio, television, movies are undoubtedly mass communication media, and needless to say, newspapers and magazines which are printed media have a far longer history as compared with other media. However, no medium can be equal to books when it comes to length of history and contribution to human culture. But, it is quite problematical if books can be said to be mass media in the same sense as the above media.

Of course, books are not only one of the communication media, but also the most important and fundamental media. If communications are the technique of transmitting symbols and signals, in the history of mankind, books were the first means invented for transmitting widely and accurately knowledge and information to different places and times. And even today, books maintain their position as the fundamental communication media. The report of the Meeting of Experts on Book Production and Distribution in Asia held in Tokyo in 1966 states "Despite the appearance of new and powerful communication media, books still retained their pre-eminent position. They were easily the best tool for individual work; they provide a source of information that was available at all times and in all places; and they constituted a storehouse of accumulated knowledge." And I believe that this is an international appraisal which is not limited to the Asian area only even today.

The reason why books have had such a long life and deep influence cannot be analyzed in this lecture. But, I think a brief reference to it, may not be amiss here. Books are reading machines, and mankind has acquired its knowledge through reading printed letters. The most fundamental element of books is reading. Reading behavior by man makes his understanding substantial. Other media, especially audiovisual media such as radio and television, are far mightier than books in terms of massiveness, rapidity and plainness, but they have remarkable defects in systematization, logicality and accuracy. Or, we can even say that weakness in systematization and logicality is one of the reasons for the successful debut of such new media.

One of the important roles of books is that they embody personal communication. The motivating force behind the development of culture is dialogue between individuals or groups, in other words, mutual communication. Of course, modern culture is mass culture, and mass media, including daily newspapers, appeared in answer to this demand. However popular the culture may be, the basis is not one-way communication but mutual communication. And books have carried out this supplementary role.

The most notable characteristic of book publishing in the world today is mass production and sale. The appearance of paperbacks proved this. Thus in the highly industrialized countries, publishing, supported by enormous circulation, is becoming closer and closer to newspapers and broadcasting in its character and role, just as books themselves are assuming the character of mass media. In Japan, there is the same tendency. This, in a sense, may be the natural direction of culture, to which resistance may be like the vain efforts of Don Quixote, who challenged a windmill. However, I think it is quite doubtful that all book publishing may become like this. At least, to assume that books are mass media identical with other media might involve the risk of losing the most important essence of books.

It is quite important to popularize at a cheap price books of high cultural value and books contributing to the development of culture in a country. One of the most accurate indices of the cultural standard in respective country, is the quality and quantity of the reading public. The popularization of books in the latter sense is, of course, desirable, but is never commensurate with the notion that books are mass media, a priority.

(2) Books as printed media

Books are also printed media like newspapers and magazines. There seems, however, to be a great difference not only in their form, but also in their function. Newspaper publishing and book publishing are especially different as regards the process of production, administration, promotion and distribution. If you include even early forms such as newsbooks or newsletters in the idea of "newspaper", that is another thing, but if you limit it to daily papers or mass circulation magazines which appeared after the 18th century, we can surely see an important difference in functions between them and books.

Newspapers belong first of all to journalism, and they are the eldest brother of the journalistic family. According to a leading American scholar, "Journalism is the systematic and reliable gathering, writing, interpreting, processing, and disseminating of public information, public opinion, and public entertainment for publication in newspapers, magazines and broadcasting." In this sense, book publishing is not journalism itself. But, on the other hand, we must not jump to the conclusion that book publishing has no connection with quite different fields. They are related like half brothers.

The origin of the quality difference between newspapers, magazines and books is relatively new in the long history of printed media. Daily newspaper offices that have staked all on speed and mass production of news, now that news has become a promising saleable commodity, have developed into large enterprises which need stupendous capital, and naturally they have made themselves into independent domains in industry.

On the other hand, printed matter which does not necessarily demand speed, though equally worthy of printing, can be issued by enterprises with comparatively small capital. Furthermore, the process of production, distribution and sales promotion being different, they have naturally formed a different world from that of newspapers, that is, a publishing world of their own./ To be more accurate, since daily newspapers gained their independence as printed media in the 18th century, the remaining territory has become a publishing world in a narrow sense. Accordingly, it is comparatively easy to define the newspaper world, but it is more difficult to grasp the rest of the publishing world as one unit, because it embraces miscellaneous printed media.

Consequently, books as printed media have an aspect of journalism as well as an aspect of non-journalism. It is of course in this journalistic aspect that the character of books as mass media lies. The remarkable progress of graphic arts, especially of photography, since the end of the 19th century, brought books in the West nearer to journalism. Today, in the composition of books, not only the visual elements, but also audio elements, have become usable through the use of audio-visual means. However, you must remember, these audio-visual elements are strictly secondary and supplemental as far as books are concerned. The core of printed media lies in letters. The more other printed media are audio-visualized, the higher the importance of letters in books becomes.

(3) Books and other media

What are the aims of the publication? We may enumerate such objects as communication of thought or idea, formation of public opinion, diffusion and levelling up of education and further gratification of human pleasure, instinct, etc. But, we may be allowed to say that in the present world, especially in the capitalist world including Japan, the primary object is to make a profit. That is, in those countries almost all publications have capitalistic objectives. In the case of commercial publication, all processes from planning to public relations have come to serve the realization of this objective.

However, there are and should be non-commercial publications even today, whose role is not inferior to that of commercial publications. This is especially true as regards textbooks. Rather, the more commercialized publishing becomes, the more important becomes the role of non-commercial publication. Today, no country leaves publishing of educational books, especially textbooks, completely to commercialism. In Japan, after World War II, all textbooks had to be issued by commercial publishing firms but under the supervision of the government. However, the standards of editing and publishing of textbooks for what is known as compulsory education, that is, the primary and middle school education, have been fixed by laws and regulations. Textbooks are too valuable to be the object of mere profit.

Nevertheless, I think it is questionable to leave the editing and publishing of textbooks completely in the hands of the government. Because generally speaking, the principal aim of the government lies in following-up the present national policy, and long-term service to the cultural object is at least secondary. Therefore, the entrustment of full powers to the government, even concerning textbooks, is likely to lead to short-sighted error. This certainly is proved by our history before the War.

Now, non-commercial publishing is not limited to that of educational books in Japan. Publications of government, party organs, publications of labour unions, religious organizations, universities or research organs etc. regardless of whether they are charged for or not, cannot be said to be commercial publications. Besides, PR publications of business firms and manufacturers, which have recently become very common, cannot be considered as commercial publishing as long as they are distributed free or at least at a nominal price, although their object lies in the pursuit of profit.

Then, what is commercial publication? In a word, it is publishing performed as an enterprise, and we may define that commercial publishing firms are those which issue books and magazines for the pursuit of profit. When I say this, I don't want to be misunderstood. I don't mean commercial publishing such as this, is of less or negligible value or that its motives are dubious. In capitalistic countries, no production and sale is possible without the idea of profit. Book publishing is not an exception, either. The problem is that the production and sale of printed media must not be regarded in the same light as those of other commodities. Publishing poisoned with excessive commercialism has already given up its valuable role and mission in history and culture. After all, we can say that a non-commodity passed through commercial routes, is what should be the character of publications.

It is inevitable, and I am sure you can understand from the above explanation that the fact of commercialism itself should not affect the real substance of books. Then, you will also understand that I am obliged to stress so-called commercial publishing in order to explain clearly the publishing situation in Japan. The following lectures are based on the above-mentioned premise. But, what I should like to emphasize repeatedly is that there is no inevitable reason that book publishing must be carried out through chimerical routes. Also in Japan, some fields of important publications are conducted on a non-commercial basis. This is especially true in the case of highly academic or technical books and magazines. They are issued by university presses or institute presses etc., almost completely on a non-commercial basis. I am afraid that if you neglect the above fact, your observations of Japanese publishing will be distorted.

2. Freedom of publishing and regulation of law

(1) Freedom of the press

Article 21, Paragraph 1, of the Constitution of Japan reads: "Freedom of ... speech, press and all forms of expression are guaranteed." Censorship is expressly prohibited in the succeeding paragraph. Needless to say, the freedom of book and magazine publishing is guaranteed in this section of the Constitution.

The Newspaper Law and the Publications Law were an especially heavy burden for the publishing industry before the War. Both these laws were enacted during the Meiji period (1868-1912). Magazines and other periodicals were restricted under the Newspaper Law, while the Publications Law was applied to books. Newspapers and magazines were required to report where they were published, and printing overseas was prohibited. Publications were also subject to censorship, and severe penalties were imposed for articles that were deemed to disturb national disorder or profane the Imperial Household. Moreover, these were not the only laws that restricted publications: they were also governed by martial law, the Peace Preservation Law, the Military Secrets Protection Law, and more than a dozen other laws restricting speech.

With the enactment of the postwar Constitution in 1946, these many laws restricting speech and publication were all abolished under Article 21. The present Constitution probably makes Japan one of the freest countries in the world for speech and publishing. The founding of newspapers, magazines, and publishing companies is completely free; no permission or report to the government is required. With a few exceptions, like textbooks and materials for import, there are no restraints on publications, and foreigners are also free to commence publishing activities. Printing abroad is also permitted. Moreover, criticism of the Emperor or the government, and radical political protests not involving violence are all allowed under the law.

However, publishing in Japan today is not completely free. First of all, defamation of character and obscenity are legally restricted. Second, the publishing industry has developed an ethical code and a system to enforce it to avoid government interference. Last, interference with publishing at present comes from pressure groups, not from the government.

(2) Defamation and protection of privacy

Like many other countries, Japan has a long tradition of civil and criminal litigation over defamation of character. An allegation of character defamation through the mass media is usually treated as a civil suit, although it is not infrequent for defamation of character to evolve as a criminal case. The postwar issues of invasion of privacy and the right to refuse to be photographed are always the subjects of civil suits.

Before World War II, incidents of defamation in the media were dealt with severely, but through American influence after the war, reconciling the avoidance of defamation with freedom of speech has come to be a matter of great importance. Honest reporting through the media has come to be regarded as the rule, a matter of public concern. This is especially true for politicians and high-level public servants. If a report or criticism is true, or there is a good reason to believe it is true, no civil or criminal case for defamation of character will be brought. In the United States the logic of fair comment on public figures is widely acknowledged, and this concept is gradually gaining acceptance in the Japanese courts.

Laws concerning the right of privacy have also been influenced by U.S. practices. The first right-of-privacy suit in Japan was the *Utage no Ato* (After the Banquet) Incident in the Tokyo District Court in 1964. The plaintiff in this case was an eminent man, a former Minister of Foreign Affairs and candidate for the governorship of Tokyo. The defendants were the author Yukio Mishima and his publisher, Sinchosha. The plaintiff, whom Mishima had used as a model for a main character in the novel *Utage no Ato*, sued for invasion of privacy. The courts ruled in favor of the plaintiff and ordered the author and publisher to pay damages of ¥800,000 (about US$2,200 at 1964 exchange rates). This was much higher than the normal award for defamation of character. Moreover, the decision was very problematic in terms of freedom of literary expression.

The increasing popularity of photo news and feature magazines has led to a dramatic rise in lawsuits over the right to refuse to be photographed, and many publishers have lost these cases.

(3) Pornography and protection of the youth

Obscene expression has a variety of degrees, but it is the object of almost universal legal restriction. Article 175 of the Japanese criminal law states that the sale of obscene materials is subject to punishment. However, the concept of obscenity is extremely vague and varies greatly with time and locale. In 1957, the Supreme Court ruled unanimously that the translation of D.H. Lawrence's *Lady Chatterley's Lover* was obscene, and fined the translator and publisher. Although in the United States, England, and most other European countries this book had been ruled not obscene after 1960, in Japan the obscenity ruling still stands. However, after this incident the courts narrowed the definition of the crime of obscenity, and in fact it has come to be confined to extremely obscene expression (hard-core pornography). As a result, like many Western countries, Japan is becoming more liberal toward freedom of sexual expression.

The freedom of adults to read and see what they want is a concept common to mature modern democratic societies. At the same time, it is considered natural to set some limits for children who are incapable of making mature decisions. In Japan there are no laws on the national level that restrict the reading of minors, but many local governments have established youth protection regulations to promote healthy reading by those under 18 years of age. These regulations cover publications and exhibitions deemed damaging to minors, and those who sell to or allow admission to minors are subject to fines. Recently a big problem has been sexual expression in comics, which has been deemed harmful by increasing numbers of local governments. However, even regulations concerning minors can lay the groundwork for the erosion of freedom of speech, and the publishing industry must exercise discretion.

Like other forms of media, the publishing industry offers the best information possible, and it is publishers' social responsibility to exercise self-restraint in sensational and vulgar publications. For this reason, the Japan Book Publishers Association, Japan Magazine Publishers Association, Japan Publication Wholesalers Association, Japan Booksellers Federation, and other industry groups have established their own ethnical codes. The four groups listed above have held the Conferences on Publishing Ethics since 1963 with the aim of promoting healthy reading for minors. These conferences are held periodically to determine whether books and magazines determined harmful under protection of minors regulations established by local governments should become eligible for sale by the member groups. Recently it has been decided to place an "adult comic" mark on comic books considered unsuitable for minors.

2. Book Marketing and Distribution: Marketing Theory and Practice

Ms. Alison Baverstock
Book Marketing Consultant

What marketing is and is not

what it is not:

- not a magic formula that can be instituted after waving a magic wand
- not something that can be applied to a business, needs to be part of the fundamental structure
- not a department that deals but a company philosophy; in this sense involving many different activities
- not something that any firm that wants to stay in business can afford to ignore.

what it is - existing definitions:

'Marketing is the performance of a business' activities that directs the flow of goods and services from producer to consumer or user'
- American Marketing Association

'Marketing is the creative process of satisfying customer needs profitably'

'Marketing is the whole business seen from the point of view of its final result, that is from the customer's point of view.' Peter Druker

'Marketing consists of a set of principles for choosing target markets, measuring their needs, developing want satisfying products and services, and delivering them at a value to the customer and at a profit to the company.' Philip Kotler, Principles of Marketing.

'No customers, no business.'

'Marketing is not a self contained discipline that produces results in isolation from other managerial functions, such as production, purchasing, personnel and finance. It's a vital management skillfully blended with all the other functions that add up to a successful business.' The Marketing Mirage, Colin McIver.

ie immense importance of the customer

finally

'Marketing means losing at your organization from the outside '

Marketing is thus:

- a concept (based on the primacy of the customer's needs)
- a function (the integration of different parts of the company to anticipate what the customer wants, and provide it)
- a series of techniques to that end (market research, promotion, advertising, distribution etc.).

What being marketing orientated means in practice

The difference between customer orientation and market orientation.

Marketing orientation

Customer needs
↓
Marketing plan
↓
Manufacture product

Product orientation

Production capability
↓
Marketing activity

↓
Customer

Checklists for achieving good marketing

consider:
- company objectives
- market research
- estimating demand, actual, potential, latent.
- competition research
- product research and development
- product design and styling:
- production sourcing and standards
- pricing
- range and variety
- inner and outer packaging
- quality control of product
- sales forecasting
- promotional planning
- selling
- budgeting
- customer service
- distribution
- after sales service
- evaluation of how it all went
- development of more products -to sell to the same market

It is the coordination of all these factors, or synergy, that constitutes effective marketing.

Short hand references for these ideas:

The marketing mix, 1950s, Theodore Levitt: This involved getting

The right product to
the right people (the designated mare) by saying
the right things (in a promotional message and choosing)
the right way (creative strategy) at
the right time and in
the right place (sales vehicle or location)

or again the Ps:

People
Product
Price
Promotion
Place
Period of Time

Marketing orientation checklist developed by Alina Lourie, Marketing Director of Macmillan Direct

Marketing orientated companies look outwards not inwards; they focus on their own strengths, the external environment, the competition and the customer. Here is a checklist of eight different marketing considerations, give your company a score out of ten for their marketing orientation in each area.

- Does your company focus on customers or products?
- How clearly understood and adopted are individual departmental objectives?
- What effort is made to accumulate customer information?
- Assess the extent of organization and investment in customer information?
- What is the depth of knowledge and focus on the competition?
- Assess the level of resourcing for marketing tactics
- How much marketing expertise is there in the company
- Are employees rewarded in relation to their marketing orientation?

The maximum possible score is 80.

Profit

What special problems/opportunities exist when trying to market books?

Are books subject to different rules from other types of product; are books different?

differences due to nature:
1. books as the vehicles for ideas
2. the importance of copyright

differences that are due to nurture:

1. the enormous number of books produced
2. each book is a different product
3. books are cheap
4. the role of trade associations in publishing
5. the cachet of working with hooks
6. the nature of the published product
7. public and private attitudes to books

(1) Government protection
(2) Public attitudes
Books:
'are such a good thing that many people believe that, like air and water, they should be provided free.' Tremor Grover, Penguin.
(3) Books last
(4) No other product requires such commitment from the purchaser, at such a low purchase price.

8. publishing industry spends little on market research
9. distribution arrangements
   (1) The market for books is driven by the producer rather than the retailer.
   (2) Publishers are distanced from their buyers
   (3) responsibility in publishing
   (4) the sensitive nature of timing in publishing

How were/are books currently marketed and distributed in Europe

Marketing

Overall: traditional way was too many books competing for not enough spend; too little time to spend on them; workforce underpaid

Now determination to produce less, get more mileage out of them; more professional workforce

Still there is an emphasis though on getting as much value for money as possible for the promotional spend. This done through:

- producing advance information
- catalogues
- press releases
- direct marketing
- space advertising
- point of sale material for use in shops
- seeking p.r. coverage, reviews etc.

Distribution

Existing ways of reaching the market:

- retail outlets: getting bigger and provide more service which are traditionally offered by publishes. There are some international retailing chain stores.
- wholesalers
- other distributors.

Advantages of selling through bookstores: experiences in selling books; bookish atmosphere; experienced staff.
Disadvantages: books are not promoted as life-essentials; customers need confidence to get into; turnover is slow.

Tendencies in selling through wholesalers
- over production of publicity materials
- introduction of EPOS (Electronic Points of Sales).

Interdependence: how all parts need to work together for a really healthy trade. The need for professional organization and cooperation .

- We all need a pro-book culture. We all seem to take it for granted. booksellers often don't promote, publishers don't think about what else the public could be spending their money on
- need to get people to see books as good value for money
- need to encourage people to read more
- need to promote books as presents

The benefits of a strong trade organization

- Degree of industry cooperation for collective lobbying
- internal organization
- compiling industry information
- broadly acceptable terms of trade
- import/export opportunities
- break down into specialist groups for particular interests
- generic promotions
- training
- a stable market

3. Developing Publishing Business and Marketing of Children's Books

Mr. Tadashi Matsui
Chairman
Fukuinkan Shoten Publishers

Publishing companies in Japan are all private enterprises with their fundamental rights of "freedom of speech and press' guaranteed under the Japanese Constitution, and each publishing firm freely carries out its own editorial functions, as well as sales and advertising activity. Regarding distribution of publications, the books and magazines produced by a publisher are routed through a distributing agency to their sales site in the bookshop although the publisher may also establish its own sales network. Publishing activity, therefore, differs in nature between one company and another. Thinking and individual preferences of the founder and present sales staff, as well as differences in experience, are revealed in the characteristics of the publishing company. There are great differences between marketing by large-scale comprehensive publishing companies and those of a smaller scale who limit their publishing to a certain type or types of content.

Publishing of children's books entails a structuring not found in that of general publications. First of all, the writer is an adult, and the reader a child. The writer, although having indeed once been a child, faces great problems as an adult writing for the child of now. Then the work must be edited, again by an adult. Another significant issue is that the book to be read by a child is normally purchased by an adult. This person is also a 'former child' who cannot in the present tense share the feelings of a child, and often does not thoroughly know and understand the child. It is questionable whether even parents or teachers really comprehend their young wards. In most cases, selection and purchase of the children's book is based on the knowledge, desires and wishes of the adult who, in effect, forces those views and values upon the child. Books given to the child are intended to be useful in the child's studies or other aspects of the growth process. Such is not always in agreement with the desires of the child reader, and may lead to disappointment and loss of the desire to read. How much joy can be given to the readers, the children themselves, that is what I believe to be the final gift of books. Marketing of children's books must be considered with these premises - the two-layered configuration of the writer and the reader, and of the buyer and the reader - in mind.

Furthermore, different stages in the development of the child from birth up through the late teens require particular content production and sales methods. From pre-school education up through formal education, children targeted for reading need unique considerations. These include the child's relationships with parents, teachers and friends, as well as in relation to society, both the culture inherited and the receptive understanding of other cultures and building of an individual and collective identity in the child.

In speaking about sales and marketing in publishing, I can only draw upon my experiences and methods employed in Fukuinkan Publishing company, a firm specializing in children's books, in which I have been involved from its founding up to the present. As these experiences are not at all based in theory, and the publishing content is not of a general nature they represent a novelty in the Japanese publishing world. On the other hand having begun as a publishing concern founded by only two persons with no capital assets, then becoming in only 42 years a prominent children's book publishing company, the editorial planning, marketing strategy, and developmental procedures in this enterprise may together represent a convincing testament to success.

Fukuinkan started its publishing business with

Best-selling titles of Fukuinkan

a children's magazine, mainly on children's education at home and children's literature, which became the backbone of our firm. This magazine, however, did not sell at all at that time. Being such a small and unknown company, our publications were refused distribution in a regular route to be displayed at bookstores. So, we had to make our own marketing routes by ourselves. We distributed free sample copies to many kindergartens and asked them to buy a copy at bookstores if they liked it. Within two years, this magazine succeeded in selling 20,000 copies. By that time, however, a large publishing company had started publishing a quite similar magazine to ours and it stopped the increase of our sales.

Then, I decided to publish a whole new series of picture books for children in paperback, with creative stories and sold on monthly subscription. This was the first of this kind in the world. Though this monthly picture book did not make any profit in the first year, after being awarded a recognized prize for publishing activities, sales started increasing slightly as many people understood the good points about this picture book. Then I learned that we should have solid readership for our publications. In Japan there is a publishing company called Iwanami Publishing Company which produces many good books based on stable sales. I found that they had established readerships who believed in the quality of their books, and learnt that a publishing company must build trust among readers on which it can maintain a stable business.

It takes a long time to build trust among readers. In order to let the parents know about the good points of our books, I visited many kindergartens and convinced teachers and mothers how good and enjoyable our books were for children. Then we started an agency marketing system whereby our books on subscription are directly distributed to kindergartens through our agents. Also I kept saying and writing that parents should read picture books aloud for their children, so that children can feel the power of words and acquire the ability to read and understand books. Giving speeches to parents on reading promotion for children, I travelled all over Japan to promote our picture books and learnt, at the same time, which points the readers/parents like about our books and what they want. This is what I have done as marketing research. I believe it is most important for a publisher to have close ties with its readers through personal contacts with resource people. Now we have a certain number of readers who come to bookshops not to look for something good, but to purchase the books of Fukuinkan. Thus bookshops and libraries regularly buy our books for their customers.

When we have succeeded in getting solid readerships for our books, our publishing activity extends as the age group of the readers expands. On the other hand there are a certain number of younger readers because when our readers have children they would like to give them books which they like very much. I guess there are already three generations for our books. Based on such stable readerships, we can estimate the number of copies and sales amount for our new titles and also can make a plan for our business activities in future.

About 30 years ago, we established the policy of selling the copyrights of our books to overseas markets quite early in the Japanese publishing industry. Now 440 titles of our company are published in 23 countries, most of them are in the USA and Europe. Sales from copyright in overseas markets is one of the major incomes of our firm. Stability in the domestic market becomes a basis for development in the international marketplace. A reputation in the international sphere then, in turn, positively influences the company's standing in the domestic market.

4. Practices of Book Marketing in Japan

Mr. Yoshio Aida
Former Auditor
Misuzu Shobo Publishing Co.

1. Book marketing in Japan

There are about 4,300 publishing companies, about 70 wholesale distributors and 27,000 booksellers in Japan, according to the 1994 Publishing Yearbook. The figures of copies of publications and gross sales in 1992 are given below (source: the Publishing Yearbook 1993).

No. of new titles published	45,595
No. of copies published	1,404 million cps.
Monthly magazine circulation	2,643 million cps.
Weekly magazine circulation	2,114 million cps.
Gross sales of books	¥958,072 million
Gross sales of magazines	¥1,426,591 million

The vast majority (90%) of books and magazines are distributed and sold through **Wholesale Distributors Route**: publisher - wholesale distributor - book store - reader. This route has developed with the support of two significant marketing systems.

Retail Price Maintenance System

Prices of nearly all publications are set by publishers based on production cost, demand and competition, so that they are sold at the same price (without discount) at every bookstore in Japan. Therefore, publisher's price to the wholesale distributor, and the wholesale distributor's price to the bookstore are set as percentages of the retail price of the publications set by the publishers. The average discount rate and distribution margins are as follows:

Books:

	30% discount	22% discount	
Publisher -	Wholesaler -	Bookstore -	Reader
	margin (8%)	margin (22%)	

Magazines:

	31.5% discount	23% discount	
Publisher -	Wholesaler -	Bookstore -	Reader
	margin (8.5%)	margin (23%)	

Consignment Sales System

Another important point about book distribution system in Japan is that it allows the return of unsold books and magazines within a set period. This system has made a great contribution to the development of the book industry as it makes it possible for publishers to widely distribute and display their publications at many bookstores, and is also convenient for readers to have a wider selection at bookstores. On the other hand, it has caused over-production and distribution of publications, which lead to increased returns. Almost every year, the return rate has exceeded the acceptable limit of distributors (about 27%). Reduction of returns for healthy business transactions is one of the urgent issues facing the book industry in Japan.

Types of book sales by publishers

In this system, various types of book sales by publishers are as follows:

a) book orders: orders by readers, bookstores and wholesale distributors
b) outright purchase: orders mainly from readers in which all sales are final and returns are not accepted
c) deferred settlement: a longer period is given for settlement of accounts, a system which is used for bulk orders such as those from libraries
d) new title consignment: new titles are distributed to bookstores by wholesale distributors based on the distributor's data of similar previous publications, even without orders from the

bookstores. Nearly half of shipped new titles are returned.

- e) long-term consignment: sets of books are shipped on consignment each season and put on the shelf for a fixed year.
- f) regular assortment: the publisher displays a regular set of books on shelves of contracted bookstores for a one year period

2. Marketing activities of Misuzu Publishing Co.

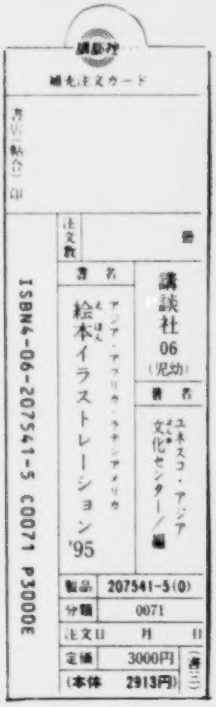
Misuzu Publishing Co. is a medium-scale publishing company which mainly publishes specialized books in a fairly broad range of subjects, mainly humanities such as philosophy, psychology and history, and art, natural sciences and literature. Annual turnover is about 800 million yen. About half of our publications are translations of works by foreign scholars and writers.

In Japan there is a trend away from the printed work and it is harder to sell specialized books than it was before. Moreover, the net price for specialized books is comparatively higher than that for other types of books and, consequently, bookstores are gradually reducing the amount of shelf space reserved for them. The following is how Misuzu Publishing Co. has developed its policy for effective marketing of specialized books.

Bookstores

As stated above, the consignment sales system causes a lot of returns in spite of its advantage that books are displayed at many bookstores. Especially for a publisher of specialized books like our firm, such a way of distribution causes too many returns though there are stores who want more copies. In order to distribute our publications more effectively, I analyzed sales data by collecting sales slips of our publications from bookstores. This data told me precisely how many copies were sold at which bookstores for each title. Utilizing this data, we requested the distributors to send our books according to our estimate. Then we began to distribute a monthly newsletter introducing new publications, and supplied books only in response to orders from these bookstores. Though this procedure is rare in Japan, it works quite effectively for our firm.

In order to promote sales of reprinted titles as well as new titles, we send a monthly list of our 25 bestsellers to bookstores as well as faxing them reviews of our publications. We send this


補充注文カード

注文数　冊

書名

絵本イラストレーション'95

アジア・アフリカ・ラテンアメリカ

講談社

06

（児幼）

著者

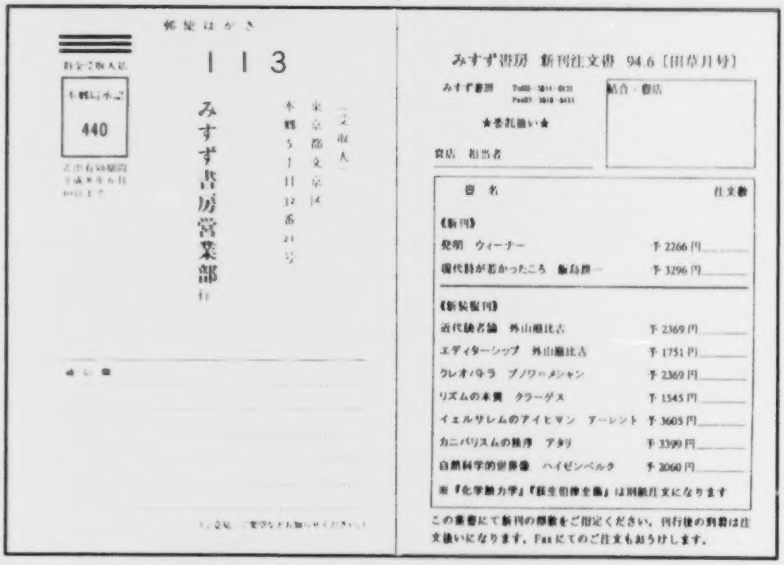
ユネスコ・アジア文化センター／編

ISBN4-06-207541-5 C0071 P3000E

製品	207541-5(0)
分類	0071
注文日	月　日
定価	3000円
(本体	2913円)

← Sales slip inserted in books with the information on the books. Slips are collected at bookshops when books are sold, and sent back to publishers.

Postcard inserted in books of Misuzu. Readers can inform of their opinions on the books and order new titles with an order form on the back.


郵便はがき

113

みすず書房営業部 行

みすず書房　新刊注文書　94.6

番線・書店

★委託扱い★

書店　担当者

書名		注文数
【新刊】		
発明　ウィーナー	予2266円	
現代詩が若かったころ　飯島耕一	予3296円	
【新装復刊】		
近代読者論　外山滋比古	予2369円	
エディターシップ　外山滋比古	予1751円	
クレオパトラ　ブノワ＝メシャン	予2369円	
リズムの本質　クラーゲス	予1545円	
イェルサレムのアイヒマン　アーレント	予3605円	
カニバリスムの秩序　アタリ	予3399円	
自然科学的世界像　ハイゼンベルク	予2060円	

この葉書にて新刊の部数をご指定ください。刊行後の到着は注文扱いになります。Faxにてのご注文もおうけします。

bestseller list to our distributors, too, along with a list of the titles in stock so that they can easily make additional orders with our firm.

Regular consignment sales is a very effective way, especially for specialized books which sell little by little, but consistently. Now our firm has regular consignment contracts with about 500 bookshops. We prepare 4 sets of best-selling titles analyzing sales data, and distribute them in response to orders by the bookstores on contract. We request these bookstores to send sales slips back to us for analyzing sales data. In response, we inform them of their sales data for our titles with order forms at renewal of contracts and give them advice as to which titles should be ordered according to the data.

Readers

Many publishers insert a postcard in every book so that the readers can send it back with their impressions, which is useful for the publishers to know their targets and what they want. In 1965 we started sending direct mail to the readers, who sent the cards back to us. Since our books are not available at many bookstores, it is an effective way of providing information directly to our customers. Though it may take lot of trouble and money, I think it is important as a service too for customers. Then we started sending "Shuppan Digest", which is a kind of newsletter co-edited by several medium-scale publishers, which includes reviews and information about new titles of these member publishers. Our firm has 37,000 customers on our list; however in this way, we can inform about our publications to the customers of other member publishers, which total about 150-200 thousand customers. Also we attach order forms to postcards for readers so that they can order new titles directly from us.

Drafting plans of new publications

At the planning meeting, sales staff evaluate each proposed publication in terms of whether similar works have already been published, the strong points of its contents, the sales record of the author's previous publications, and the estimated number of sales it may generate. As the price is closely connected to the number of copies printed, we eliminate books which are only expected to sell a limited number. Specialized books take a longer time to sell than general books do. In deciding the number of copies to be printed, and the price, we examine whether expected sales in the first year will cover the production cost, so that it will make profit from the second year to cover the management cost. It means, at the same time, that an effective stock management is necessary for a publisher to make a constant profit for its stable management from the appropriate amount of stock of selling titles.

'Shuppan Digest' with reviews and information on new titles of the member publishers

BEST COPY AVAILABLE

---

5. Approaches for Successful Publications Marketing

Mr. Shoich Nagai
Assistant Director
Magazine Sales Promotion Division
Kodansha Ltd.

---

1. Compiling and applying data in marketing publications

Marketing any publication begins with the compilation of data.

1) Kinds of data

- Title of books: What kind of books are selling?
- Titles, magazine articles, their authors: What and who are favoured?
- Time and season of purchase: When were they bought?
- Reader background: Who are the readers, what are their demands?

2) Means of compiling data

- Sales slips inserted in books with the basic information of title, author, publisher and price of the books. Slips are taken out from the books when they are sold and then returned to the publisher.
- Postcards inserted in books with questionnaire for the readers to fill in and send back to the publisher.
- In the future, POS cash registers that can read bar code information on covers of publications.

3) Data applications

- Planning.
- Inventory management.
- Sales promotion.

4) Significance of data compilation

- Data from bookstores provides the five items of information which is necessary for merchandising.... title, place of purchase (bookstore address), time, quantity and price. Analyzing data of books sold tells what the customers like.
- Data from questionnaires filled out by readers reveals reader demands as well as statistical information such as family size, income, gender and age of the reader. To have a clear image of readers is necessary, especially in the case of magazines, because the publisher should tell their sponsors what kind of business their magazine can effectively advertise.

2. Role of data in drafting marketing plans.

1) Books

Analyzing the reasons for a good sale of past books and applying them to market new titles has been tried but was not so successful.

2) Magazines

Data is often used to decide whether to continue or terminate of serial articles, and whether to appoint writers, especially in the cases of comic magazines. Magazines have a life cycle. When sales of a magazine are maturing, the preparation for the next magazine or for renewal must start. Information on reader background (including financial status) also proves useful in this context. Reader background is also vital in maintaining a stable source of advertisement revenues from commercial sponsors.

In summary, data may be used for reference in drafting plans but does not prove much use in the actual process. It is the editors who draft plans and quicker success is guaranteed from training editors than from relying on data alone.

3. Role of data in inventory management.

1) Determining the number of copies for the first print run

Examples of analyzing data from questionnaires from readers of magazines

Example A

Age of readers	below 29	7.3%
	30 - 39	15.3%
	40 - 49	36.5%
	50 - 59	31.9%
	above 60	9.0%
Occupation of readers	housewives	30.5%
	office worker	26.5%
	free lancer	23.1%
	part timer	8.8%
	others	11.1%
Annual income below (of their husbands)	¥5 million	10.3%
	¥5 - 8 million	29.6%
	¥8 - 10 million	23.0%
	¥10 - 15 million	23.3%
	above 15 million	7.3%

A high quality magazine targets married middle-aged women. These readers are enjoying a high living standard, totally or partly depending on their husbands' income which is rather higher than average.

Example B

Age of readers	below 15	12.3%
	16 - 18	47.3%
	19 - 22	27.2%
	23 - 25	6.4%
	above 26	6.8%
Amount spent on clothes in a month	below ¥5,000	17.1%
	¥5,000 - 10,000	28.9%
	¥10,000 - 20,000	35.7%
	¥20,000 - 30,000	10.7%
	above ¥30,000	7.0%
Where to buy publications'	bookstores	58.7%
	convenience stores	38.6%
	book stands and others	2.7%

A boys' magazine for high school and university students who care much about fashion. Items shown in the magazine should be within their buying range, sometimes including expensive ones to tickle their desire. Information on places to buy publications is compiled to find out which marketing and distribution routes should be emphasized.

In the case of books, the number of copies for the first print run can be estimated from the sales of the other books by the same author or with similar contents. For magazines, sales data of other competing magazines can be analyzed. Now our firm utilizes a computer system which analyze the sales data monitored at several selected retail stores for the first several days and predicts the sales for a long term.

2) Determining the number of copies for reprinting

Reprints have to be provided before readers lose their desire to buy the book when the first print run sells out. It is difficult to print just the right number of copies so that a chance to sell will not be lost, but not too much will be left in stock. For a magazine, the number of copies printed for the previous issue is noted.

4. Sales Promotion

1) The fundamentals of sales promotion

(a) stimulate the latent desire for reading that all of us possess. To promote reading habits among people is the basic condition for book marketing.

(b) Apply the "pull" strategy, target readers. This involves advertisements by publishers and book reviews in newspapers, magazines, television, radio and other media, and publicity

(c) The "push" strategy, target wholesale distributors and retailers. This involves the application of various sales techniques of bookstores which have been developed from sales data.

(d) Door-to-door sales and other forms of individual sales practices are disappearing due to rising costs.

2) Factors determining sales

There are three factors which determine sales; (a) Number of buyers (b) unit price (c) number of copies bought by a reader. To raise sales, each factor needs to be improved.

To improve (a),

- store supply should be replenished so that books do not run out of stock. ABC analysis method can be applied for this. Using sales data, all the titles of your firm are ranked A to C according to their popularity. A-rank titles have to be checked daily on the other hand, C-rank titles only need checking once a month.

- provide plenty of information (pamphlets, DM and others) for readers
- develop new sales routes. There is a principle that the time taken for purchase is proportional to the time required to read a book. Readers may purchase easily readable publications at drugstores or convenience stores rather than go to bookstores.

To raise (b), more campaigns to promote reading and spending on books should be conducted.

To increase (c), upgrade sales technique at bookstores so that books are more readily available (Retail Support), supply information more promptly, and promote sales to individual and corporate subscribers.

Retail Support:

Publishers should not think, that after publishing books, selling them is a task for booksellers and not of them. They should know who the readers are, and what they want, and advise distributors and booksellers how they can catch the interest of potential readers and promote impulse-buying. For instance, bookshelves at many stores are arranged in alphabetical order of authors or publishers because it is easy to manage. The publisher can suggest that when a reader buys book A, he/she may like to buy book B, so that books are arranged to promote impulse-buying. Also the layout of the store can also be changed to induce many people to come in.

We can learn such techniques which are highly developed by convenience stores. Normally drinks, which are the priority of customers, are at the far end from the entrance. The customers may pick up some snacks on the way to the cash register. This is called "magnet effect" to make extra sales.

In convenience stores, magazines are displayed in front of the show window and women's magazines are intensively displayed near to the entrance. Women browsing through magazines inside make other women feel safe to go in as well as male customers. Also, as cover pages of women's magazines are colourful and attractive, they make the store nicer and brighter. Convenience stores welcome customers to read displayed magazines even without paying because they bring in other customers. Providing these information and suggestions, publishers should support the business of bookstores who are far behind in utilizing such techniques.

5. Setting the framework for an ideal distribution system.

1) By definition, an ideal distribution system is one that guarantees the reader;
   (a) variety in reading material.
   (b) access to information on all kinds of publications,
   (c) freedom to choose from the information,
   (d) prompt receipt of desired items
   and it also should function efficiently in an economical, social, and environmental context.

2) Networking information within the publishing industry

There is a project in the Japanese publishing industry to create VAN (Value Added Network) which is a trans-industry united information system to link publishers, distributors and booksellers all over Japan. VAN will make it possible for book personnel and readers to access information easily and quickly.

3) Establishing a standardized information system for publications applying ISBN code and bar code, and standardizing signs on inventory status.

By applying bar code for every publications and installing POS (Point Of Sales) registers in bookstores, information will be more easily accessible and more accurate sales data will be compiled, then book marketing and distribution will be greatly developed. Also standardization of signs used in the industry is also one of the necessary step for the development.

6. Marketing Practices of Trade Publishing in U.S.A.

Mr. Tetsu Shirai
Deputy Executive Director of International Div., Kodansha Ltd.
Mr. Kuniaki Ura
Manager for Sales & Marketing, Kodansha International Ltd.

1. General views of trade publishing

Publishers, wholesalers and bookstores

Basically publishers do business directly with bookstores but it may cause inconvenience for a publisher to have business transactions with 4,000 or 5,000 bookstores. Actually, a major publisher organizes a group with medium and small publishers and provides them with services like selling, stocking, distributing, sending bills and collecting payment. Also there are wholesalers who are increasing their importance, especially in dealing with reorders from bookstores. Among them, major nationwide ones are Ingram and Baker & Taylor, and there are regional wholesalers and specialized wholesalers.

Main route of book distribution is through bookstores, which is called trade publishing. It has increased in recent years and now accounts for 30-40% of total book sales because of the development of large chain stores as well as the establishment of readership. On the other hand there is a tendency for these stores to have all the same lineups, which has made "super stores", with more variety of products, popular recently.

Other routes includes: direct sales (door-to-door sales, DMs, telephone sales), book club, school sales and library sales.

Book clubs have a big influence on the reading public in the USA. Although sales to book clubs do not make much profit, publishers would like to have their books adopted so that they gain popularity among readers.

Conditions of business between publishers and retailers

Every publisher has its own discount schedule which is basically calculated in terms of the quantity of products sold. The same discount schedule has to be presented to any retailer as determined by the Fair Trade Law of the USA. For example, discount schedule of Straus and Giroux, Inc., whose group the Kodansha America Co. participated in, was as follows at that time.

No. of copies ordered	discount rate
10 copies	40%
50 copies	41%
200 copies	43%
750 copies	44%
1500 copies	45%

Under these conditions, retailers can get good discount rates when they order a large number of copies of new titles but a small number of reorders does not get much discount. Therefore, for reordering they use regional wholesalers because orders from several stores are compiled and better discount rates are offered than for direct orders to the publisher. There are other conveniences in using wholesalers in that ordered books are delivered much faster and that bookstores can improve their turnover by shortening the stock amount.

2. Marketing practices in trade publishing

Promotions to buyers (before publication)

In a publishing firm, the publicity department is responsible for promoting its products. Their task is to create an environment where their products become the talk of the town, so-called "words of mouth". At least 8 - 12 months before release, they send advance copies to book reviewers, send news releases or even manuscripts to newspapers, have authors interviewed by TV, and organize events

NEW TITLES

KODANSHA GLOBE SERIES

THE GREAT GAME
The Struggle for Empire in Central Asia

SCENT
The Mysterious and Essential Powers of Smell

TIGER IN THE BARBED WIRE
An American in Vietnam

ZEN IN AMERICA
Five Teachers and the Search for an American Buddhism

THE HEART OF THE SKY
Travels Among the Maya

CONVERSING WITH THE PLANETS
How Science and Myth Invented the Cosmos

SONS OF THE YELLOW EMPEROR
A History of the Chinese Diaspora

THE WORLD OF THE SHINING PRINCE
Court Life in Ancient Japan

BLOODTIES
Nature, Culture and the Hunt

WE HAVE EATEN THE FOREST
The Story of a Montagnard Village in the Central Highlands of Vietnam

Seasonal catalogue of Kodansha America

like autographing or lectures at local bookstores. Much time and money is spent on these publicity activities and less on space advertising. These activities are often done by publicity agents.

There are two seasons for new titles; Summer/Spring Titles (Mar. - Aug.) and Fall/Winter titles (Sep.-Feb.). Before the season starts, a publisher hold a sales conference to present its new list to sales representatives. Sales representatives (both on salary bases and commission bases) visit local bookstores with the seasonal catalogue and sales materials to provide information on new titles and get orders.

Other types of promotion activities include; co-advertisement offer, approaching book reviewers, rights sales, ABA (American Book Sellers Association) promotion

Promotion to readers (after publication)

- Space advertisement
- Author's tour (appearance in TV, radio and local paper)
- Lecture, reading, workshop and demonstration by author

Case study "Wild Sheep Chase"

Kodansha America Co. decided to publish a translated novel by a young Japanese author who is quite popular in Japan but not known at all in the USA.

Our sales promotion started from an environment where people would be interested in the author. We printed a number of leaflets introducing the author and postcards with the cover design of the book, and distributed them among retailers and the participants of ABA. For this purpose, we made use of every aspect of the author, which might appeal to American readers, including characteristics of his works, personal experiences and physical appearance. The campaign was so successful that articles on him were carried in newspapers and he was interviewed by the press. For that, of course, we had often been in touch with those who were responsible for the articles.

We also succeeded in selling its foreign rights in 14 different languages, as well as paperback rights, to a specialized publisher, and got it adopted by a famous book club. This information all together made a great contribution to getting many advance orders from bookstores.

When the book was published, the publicity target changed to the readers. We carried advertisements in newspapers and approached reviewers so that the book was taken up. For bookstores, we bought large spaces for advertisement in the catalogues of large chain book stores, and also asked them to give the book a good space in the floor so that it would appeal to customers.

* The role of literary agency

Literary agencies in the USA are basically working for the protection of rights of authors, presenting favourable conditions by the author when contracts between publisher and the author are concluded. But recently their role has expanded to finding a favourable publisher for the author or editors who realize the ideas of the author. This tends to make editorial costs for publishers higher.

7. How to Market Books More Effectively

Ms. Alison Baverstock
Book Marketing Consultant

What a marketing plan should cover: from setting, initial objectives to charting the success:

A. establishing objects
- corporate
- individual

B. market research - external audit
- to identify opportunities and threats

C. internal audit
- to identify own strengths and weaknesses
- and establish how this compares with the competition
- and what are the risks

D. putting it into practice
- refining objectives: establishing long and short term goals, anticipated results and alternatives - sorting out strategies and tactics to achieve them
- deciding on the marketing mix, the promotional mix
- deciding how much to spend

E. carrying out the plan
- communication
- monitoring
- control

F. realistic scheduling

G. and afterwards
- analyzing results
- taking corrective action.

Information about the competition:

A firm should understand who their competitors are, both direct and indirect, and be aware of their:
- main products, imprints, authors and so on
- advertising
- mailing
- exhibitions
- rep activities (feedback from yours is very useful)
- job advertising
- corporate pr and image

The internal audit

Means losing at the strengths and weaknesses in house. Such an evaluation would include:

- an understanding of long and short term objectives (as above)
- what business are we in? (for publishers this is not 'books', rather it is 'leisure', 'entertainment', 'information provision', 'education' and so on)
- what resources/special competence do we have (our name for fiction; our rep force)
- what are our weaknesses? (perhaps distribution or customer service)
- what can we do about them?
- how does this compare with the competition?
- where does the business want to go?
- how do we get there?
- what additional strengths/structures do we need in-house to achieve our aims?
- and what are the risks of our actions (financial; credibility)
- what are market conditions like?
- what is our track record?

How this is reflected in the internal organization of publishing companies.

These are the different strengths needed by publishing companies. They are not necessarily in order of importance (this will depend on the nature of the markets being approached)

- customer base/international connections/mailing

lists and contacts
- company reputation
- publishing know how
- management expertise - editorial skills
- design skills
- production know how
- marketing expertise
- systems/computers/DTP
- sales organization
- author contacts
- blacklist/databases/photo library
- location
- accommodation
- other necessary overheads
- distribution system

SWOT Analysis: strength and weaknesses about in-house capability, opportunities and thrusts in the market.

mission statement: what are you trying to achieve?

The **promotional mix** constitutes the various promotional strategies at your disposal. These include free, paid, point of sale, informational and motivational as already discussed.

The application of different elements of the promotional mix will depend on:

- the nature of the product and the customers
- how the market finds it convenient to buy/hear about new products
- how much budget there is to promote
- whether you are promoting for a direct sale or expecting orders to come back from a third party (i.e. how much discount you will have to give away).

Working out how successful your plans were

There are various systems for measuring the effectiveness of marketing in the book trade. Publishing companies have different kinds of reporting systems, but not all provide the information to deduce whether the activity they chart is profitable, or where the areas that need improvement lie. These systems usually fall into one of three types:

a) Annual targets measure performance against prediction.

b) Moving standards (e.g. monthly sales totals) do the same.

c) Diagnostic standards give direct feed back on market factors and are an essential part of marketing; they monitor the effectiveness of the campaign and how the mare is reacting.

Examples of diagnostic standards:

- measuring volume, growth and speed of sales, not just totals
- monitoring the accuracy with which schedules are adhered to
- monitoring actual results against advertising plan
- year on year studies
- monitoring the amount and percentage of business with major accounts and whether year-up or year-down; subsequently discussing market share with these accounts to try to influence the pattern, in return for incentives
- tracking the number of calls, and resulting value of sales made, by the representative force against expected totals
- estimating market share and that of major competitors
- estimating the amount of repeat sales, the complaints and returns levels
- monitoring delivery times, and comparing with competitors
- attitude tracking studies to estimate customer satisfaction
- understanding imprint reputation
- examining sales figures before and after major promotions
- counting the coupons/responses to particular mailings and comparing with similar products/ market predictions

Summary

flowchart:

Critical path for planning and action
↓
Set the corporate objectives
↓
Internal and eternal adult
↓
SWOT
↓
Assumptions - risks/vulnerability

Ms. Baverstock giving instructions to the participants in the workshop session

↓
Short and longer term strategies
↓
Expected results and alternatives
↓
Action programme
↓
Evaluation
↓
Corrective action and contingency plan

What it costs to market books, what on average gets spent; specific consideration for some types of books

A decision on how much to spend promoting a title is usually based on a number of factors, principally:

1. your overall objectives. Are you trying to produce an immediate bestseller, with all the necessarily associated hype, or to establish a reputation that will grow with the writer? (Hype can only work in the long term if the product is very good)

And then your understanding of the current situation:

2. experience of the market (there is usually no point in paying for a four colour flyer on a scientific monograph)
3. what the competition is doing (mimic; be different; 'make or break')

mostly fixed costs:

4. production and other direct costs:
5. polisher overheads: storage, staff, representation etc.
6. amount of trade discount to be given

Finally, the following must be worked out for each title:

7. life cycle - the period over which management will see a return
8. any self-imposed constraints on this, for example the title must break even by second year
9. royalties to author/editor; contract obligations to same
10. whether this book is the springboard for cooperative promotional possibilities which benefit several titles or a new publishing direction to be launched with a splash.

How much gets spent on promotion for various types of books, as a percentage of expected receipts:

general hardback: 6%
mass market paperback of same: 5%
educational title: 15%
academic monograph: 5%
professional reference to be sold direct: 20%

New ways of reaching new markets:

- selling through non-traditional outlets
- new retail developments
- international opportunities

Problems of selling through non-traditional outlets

- no experience of selling books - caution
- no ability to recommend or order if customer wants something other than what is on display
- no appropriate shelving (must usually be provided by the publisher)
- storage a problem

But in general the discounts on books are greater than other items (though stock turn is not) and if you can get around these problems the rewards are enormous, and do not seem to effect book shop sales. In UK in recent years seen variety of bargain bookshops set up, selling discounted titles and imports.

other opportunities

- selling through television
- lateral thinking: thinking as widely as possible about how to find places to sell books. publishing related products which has achieved vast awareness of people
- special commissioned/sponsorship publishing
- direct marketing

basic rules about direct marketing:

right book - high price
- for which right lists exist
- not general interest
- specialist interest

How to execute your direct marketing:

- through the mail (database marketing)
- a loose insert in a magazine
- a loose insert in someone else's mailing.
- card decks (selection of individual card each one promote a different product)
- catalogues
- telephone
- through parties
- book clubs
- special arrangements e.g. school book fairs
- door to door, either by calling on homes or offices

Considerations for deciding on the best method of distribution:

Very similar to deciding on most appropriate promotional media:

- market needs
- physical protection of the product
- cost of the product (wouldn't sell an encyclopedia off the street), although might sell appointment to show them
- whether the market needs it immediately (e.g. guide books) or is prepared to wait a bit (e.g. the only text on a particular subject)
- reliability and speed of supply

Improving the relationship between the book trade and its customers: speed and reliability of distribution; customer service

The book trade has been slow to promote its customer service to the public, and it's been offering it for a lot longer than other firms have e.g.:

- vast stock available to choose from - an average sized bookshop probably has 20,000 different stock items (around the same number as a supermarket)
- can order any title from the thousands available
- bookish atmosphere manned by enthusiastic experts
- free advice, no pressure to buy
- attractive locations

Delivery times: what matters is not speed but reliability.

Predictions for the future

1. The pursuit of quality
2. Training
3. Flexibility

8. Marketing and Editing of Magazines

Mr. Mitsutoshi Igarashi
Director of the Fifth Editorial Department,
Shogakukan Inc.

1. Taking the step from "editor" to "editor as marketer"

In the Japanese distribution system, a magazine goes from the publisher to the magazine wholesaler and then to the retail store, thus passing through three hands on its way to the reader. Unlike the case of America, where the subscription system is the main way of distributing magazines, the Japanese publisher lacks a strong direct relationship with the reader. In the Japanese system, weekly, biweekly, and monthly magazines, seasonal magazines, haiku magazines, and other specialty magazines are sold mainly at bookstores, convenience stores, and railroad station magazine and book stands. There are some 2000 magazines in Japan. Adding in extra edition and separate volume publications, supplements, "mook"'s and so forth, brings the total to about 4000. Breaking down magazines specifically, there are 100 weekly, 130 biweekly and magazines, opinion magazines, magazines covering literature and the arts, hobby and information magazines, and comics.

In this setting, how can editors develop their readership and expand into new markets? I would like to say something about how these related to each other from a marketing standpoint.

On account of the distribution system, rather than having a direct relationship with our readers, we editors produce magazines in an indirect relationship with readers. We sustain a direct relationship to a certain extent when we sponsor events or undertake projects in which readers participate. Also, when a reader writes a letter to the editorial department to question a claim that the magazine has made or to point our a mistake, I think we imagine, as we write a response, the reader's face and how he or she perceives the magazine.

So then, as we produce magazines while confined mainly to an indirect relationship with our readers, what strategies can we follow to know our readers better and expand our market?

Although every magazine is different, basically, first, is to send a survey aimed at subscribers with every issue. The survey should ask first whether readers think the magazine's focus and emphasis is good or bad, and then for detailed responses about specific projects. There should also be questions about readers' daily lives, impressions about what's going on in society, and in general their opinions and feelings about the life around them. Publishers often attach postcards with questionnaires to every edition so that the readers fill in and send back to the publisher. They sometimes prepare attractive presents for some of the readers who have sent the card back to the publisher, to motivate many readers to answer the questions.

Secondly, the editor has to be an outstanding human observer. While walking down the street or even when shopping, he or she must watch how people react to things. By seeing into people's minds, he can feel with his skin what they are currently interested in. He also observes for example, while walking in Akihabara, the electric and electronic appliance shop district, what sort of merchandise is selling well, what type is popular and why, and so on.

Thirdly, he dare not overlook the various data published by the government and private sources. For example, there is an institution called the "Leisure-Time Development Center". They report once a year their research on how people spend their leisure time. Advertising agencies report the

attractive presents shown with questionnaires for the readers of a boy's magazine

latest buzz-words and catch phrases. Financial institutions share all kinds of data relating to people and their money. These kinds of information cannot be overlooked if the editor wants to know the current reality of people and the times.

2. Identifying with the reader's dissatisfactions - the editor's own experiences, dissatisfactions, discoveries

It is not only marketing and data that make a magazine. The editor's ideas and point of view as planner, producer, and offeror of the magazine are also very important factors. The various data that he or she uses are put to use to reinforce these.

The magazine product after all has nothing to do with human life. Not reading magazines is no obstacle to daily life. So then, why do people read magazines? Because something is dissatisfying them. Major sources of dissatisfaction include government policies, the difficulty of using products for daily life, dissatisfaction with their children's education. By reading magazines, people can get hints whether others share their dissatisfactions. However, the editor has to validate these discontents through his own experience. Baseless dissatisfactions or ones about which nothing can be done, or trivial discontents will not serve as a basis for the magazine's publishing strategy. Only if the editor experiences it and discovers something about it that makes him say "Aha!" is there a hint in it for an editorial plan. This too is an important factor in thinking about a magazine marketing plan.

3. The editor's "Other Self" - lack of self-scrutiny a danger for skilled editors

A magazine which, for its readers, is always fresh and stimulating and full of dreams is very important. The editor works hard to elicit cries of admiration from his readers - "Oh! really?" "Oh, dear!" So the editor has to make every effort to walk a half step ahead of the readers. In order to do that he has to accumulate various data, be quick to adapt to the trend of the times, and think and observe carefully how people relate to daily life. Although this requires perseverance, if he does not learn to do it, he will not gain a good planning sense. But even while putting the magazine together, he cannot become complacent but must question himself, what about this project?, that project? Trying one experiment after another during the process becomes a way of marketing. Whether the experiments succeed or fail, they will generate topics to be thought about and modified. Discussion of the topics will give rise to ideas about possible changes and revisions and hints for taking the next step. We tend to forget that magazine planning is also an important marketing resource. I think it is especially important not to forget this if the magazine is to be one which is successful and problem-free and attracts support from a large number of readers.

9. Marketing of School Textbooks and Teaching Materials

Mr. Bunpei Mizunuma
Director of Sales and Promotion Department
Tokyo Shoseki Publishing Co.

I. School textbooks

1. School textbook system

(1) Authorization of textbooks

School textbooks of Japan are edited by private textbook companies based on **Course of Study**, and they must get authorization from Ministry of Education before their publication. The authorization of school textbooks is conducted every 4 years based on a Course of Study which is revised every 10 years.

(2) Subsidization of school textbooks

For elementary and junior high school, textbooks are entirely subsidized by the government, so that they are distributed to children for free. For high school, the textbooks are partly subsidized so that the students pay part of the price. Prices of the textbooks are decided by the Ministry of Education.

(3) The Selection of school textbooks

The period of selection is 4 years and the selection is conducted a year before its use.

a) Registration of textbooks
Textbook companies register to Ministry of Education their authorized school textbooks which will be used in the next year.

b) List of textbooks
Ministry of Education makes a list of registered textbooks and distributes it to schools and Boards of Education.

c) Sending sample books
Textbook companies send sample textbooks which will be published next year to Prefectural Boards of Education, principles of public & private schools, and to the teacher's centre where the exhibition is held.

d) Role of Prefectural Boards of Education
The textbook council should assign several professional teachers to study and research the school textbooks for each subject. The council makes out a material for selecting school textbooks, gives advice and instruction to Municipal Boards of Education.

e) Textbook exhibition
Prefectural Boards of Education hold school textbook exhibitions for the study and research of the school textbooks.

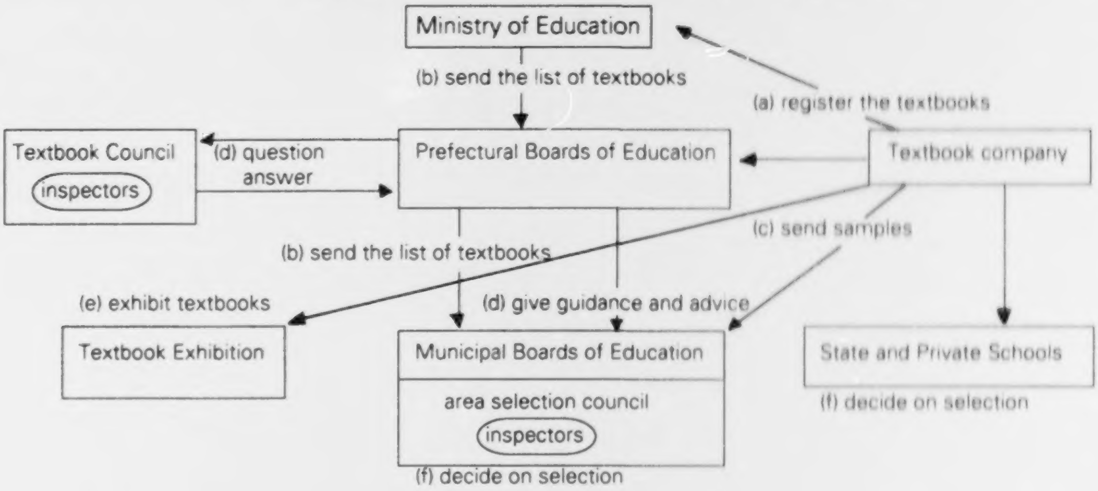
f) Method of selection

- Authority of selection
  Municipal Boards of Education has the authority to choose textbooks for elementary and middle schools. The selection is made a year before use and the selected textbooks are used for four years. For high school, the authority to choose the textbooks lies with Board of Education. Actually, it is decided by teachers who use them. The choice is made every year.

- Area selection
  The selection of elementary and junior high school textbooks is conducted not by each school but by 478 areas throughout Japan.

- Methods of area selection
  Area Selection Council chooses one textbook for each subject according to research materials compiled by assigned inspectors, opinions of principles of schools and materials prepared by

Process of textbook selection for elementary and junior high schools


Ministry of Education
(b) send the list of textbooks
(a) register the textbooks
Textbook Council
inspectors
(d) question
answer
Prefectural Boards of Education
Textbook company
(c) send samples
(b) send the list of textbooks
(e) exhibit textbooks
(d) give guidance and advice
Textbook Exhibition
Municipal Boards of Education
area selection council
inspectors
(f) decide on selection
State and Private Schools
(f) decide on selection

Prefectural Boards of Education.

(4) Maintenance of fairness in choosing textbooks

There are several restrictions by Anti-Monopoly Law and Ministry of Education on textbooks marketing activities on the number of model books, sales pamphlets. Giving teachers's manual and white-cover books, seminars and study meetings by publishers, teachers' involvement in sales promotion activities are prohibited.

2. Production of Textbooks

(1) Edition of the Textbooks

Textbook companies set up an editorial committee made up of specialists such as college professors and teachers. The committee studies the main points and the content of the Course of Study, and makes editorial guidelines based on it and also according to trends and ideas on education, practical situations and request for classroom education. The committee meets frequently to rewrite manuscripts and decide materials to be used. It also has to observe many restrictions by Ministry of Education on pages, papers, design and so on. When it is completed, it applies for authorization to Ministry of Education.

(2) Publishing Company

There are fewer and fewer companies for elementary and junior high schools, but more and more for high schools.

No. of companies publishing textbooks for:

elementary/junior high/high	16
junior high/high	3
elementary	4
junior high	1
high	38
total	62

3. Marketing activities of textbooks

(1) Condition of the market (unit: million)

	No. of students	No. of copies in demand	sales amount
Elementary	8.57	90.5	US$230
Junior high	4.67	45.49	180
High4.	84	41.7	250
Total	18.1	170.7	660

- The number of students is decreasing every year, which makes the competition among the textbook publishers harder.
- More female teachers are getting into the position to adopt textbooks.
- Emphasis should be put on high population places

(2) Research on contents of the textbooks

Research for its own company
- Daily collection of opinion, comments, and questions about the textbooks.
- Periodical questionnaire about the situation of utilizing textbooks.
- When a serious problem occurs, investigation is done by using questionnaires.

Research on products an d marketing activities of competing companies
- Examine the characteristics, merits and demerits of the products of other companies, and use it as data for setting of the goal.

(3) Area investigation
- Investigation on research organization and research workers.
- Investigation on the systems of selection

(4) Investigation on trends of education

- school days have been reduced from 6 to 5 days and an effective teaching method is required to teach the same content in a limited time.
- there is a trend to emphasize stimulation of children's interests and commitment which cannot be examined by paper tests.
- trend away from science in children
- regrouping of the subjects
- harder competition for entrance examination.

II. Material

There is no restriction or authorization on publishing educational materials. Here dealt with are materials used at school by teachers and students, materials used at home which are sold at the bookshops are omitted.

Types of materials

(1) Materials for elementary and junior high school

Materials for teachers
- Teacher's manual
- Teaching materials (wall chart, cards, tape recorder, cassette tapes, CDs, video software, computer softwares, teaching tools & models)

Materials for students
- Book materials (notebooks, exercise books, drills, assortment of questions, supplementary reading materials, supplementary materials, dictionaries, encyclopedia, paper pattern)

(2) Materials for high schools

Materials for teachers
- Teacher's manual
- Teaching material (cassette tapes, CDs, video softwares, computer software)

Materials for students
- Book materials (notebooks, exercise books, introductory materials, assortment of questions, referential materials, grammar/ idiom books)

Marketing of educational materials

(1) Elementary and junior high schools

Teaching materials for elementary and junior high schools are purchased by Boards of Education and distributed to every school in the area. For students' materials, direct-selling manufacturers account for most of the market. They received licenses from textbook companies to publish materials based on the textbooks.

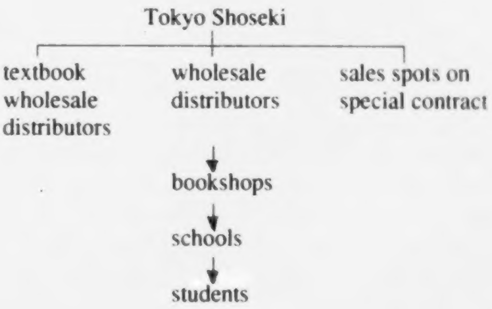
distribution route:

Tokyo Shoseki - textbook distributor (special contract) - bookshop - students

(2) High schools

In high schools, materials are not aggressively utilized and most of them are publishing materials for different levels of the students. Sales staffs directly do selling at school.

distribution route:


Tokyo Shoseki
textbook wholesale distributors
wholesale distributors
sales spots on special contract
bookshops
schools
students

10. The Role of Wholesale Distributors in Book Sales in Japan

Mr. Masayoshi Yoshida
Director of Distribution Planning Office
Ohji Distribution Centre
Nippon Shuppan Hanbai Inc.(NIPPAN)

1. Distribution routes for publication

A vast majority of publications are distributed through the "Bookstore Route" (Publisher - Wholesale distributor - Bookstore - Reader). Sales amounts for each type of route are shown below.

About 85% of publishers and 65% of printers and bookbinders are concentrated in Tokyo, and publications are distributed form Tokyo to other regions.

One feature of the publishing industry is the production of a great variety of products in small amounts. We receive about 240 new titles each day in average lots of about 2,900 copies. As for books shipped on order, these amount to a total of 450,000 orders of two copies each daily.

Of the 4,300 publishing companies, fifty companies account for 52% of the publishing trade. Using our own company as a basis for estimation, approximately fifty out of an existing 4,300 publishing companies account for 52% of the publishing trade, while 100 out of 10,000 bookstores account for 40% of the retail trade, and two out of 60 distributors account for 60% of distribution. This indicates a trend toward small businesses and oligopoly.

2. Changes in the distribution system in Japan

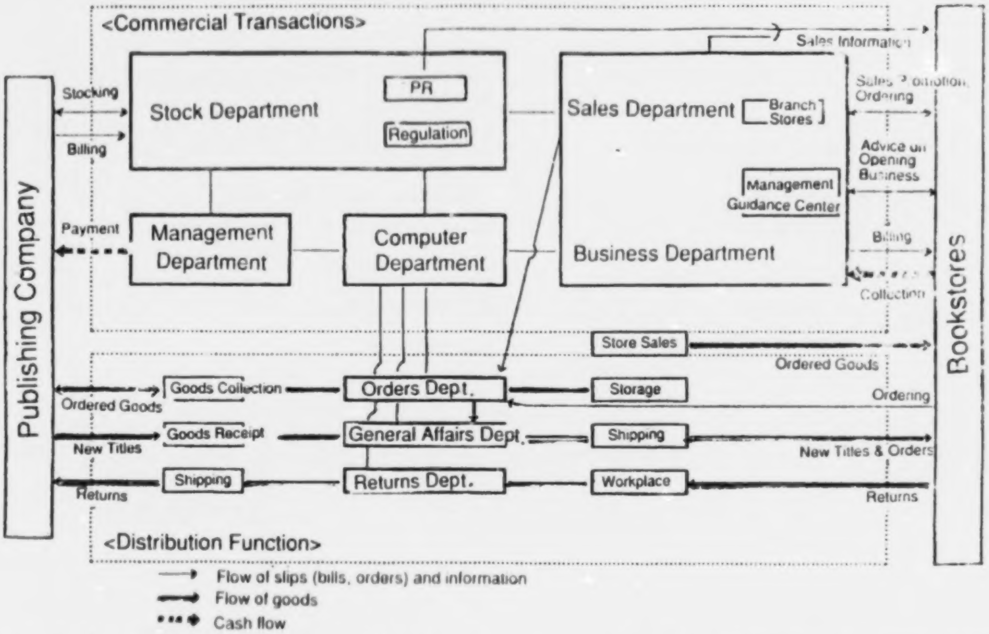
1) Distributors came into existence in the 1870s, popping up one after the other in Tokyo. Most of these were newspaper vendors that began to sell other publications as a side business. Seven major distributors were established between 1878 and 1899. These companies consolidated their ties with magazine publishers, becoming their main distributors. The consignment system began in 1908 and the fixed price system for magazines started in 1914.

2) By 1920 there were over 300 distributors, and book distributors specializing in new literature had begun to emerge. Many publishers and bookstores also operated as distributors. The period dominated by four major distributors began.

Sales Amount by Distribution Routes

Route	1992	1993		
	Total Sales Amount	Total Sales Amount	%	Growth Rate
Bookstore Route	¥1,705.7 (billion)	¥1,790.1(billion)	71.82%	4.94%
Import & Export Route	¥32.4	¥27.3	1.10	-15.48
Coop Route	¥47.4	¥49.1	1.97	3.57
Traveling Sales Route	¥26.0	¥24.0	0.96	- 7.69
Book Stand Route (Local Area)	¥38.8	¥39.6	1.59	2.10
CVS Route	¥321.0	¥336.6	13.51	4.97
Book Stand Route (Metropolitan Area)	¥157.7	¥168.9	6.78	7.12
Kiosk Route	¥55.7	¥56.6	2.27	1.58
Total	¥2,384.7	¥2,492.2	100.00	4.51

Commercial and Goods Transactions by Distributors


<Commercial Transactions>
Publishing Company
Stocking
Billing
Payment
Stock Department
PR
Regulation
Management Department
Computer Department
Sales Department
Branch Stores
Management Guidance Center
Business Department
Sales Information
Sales Promotion, Ordering
Advice on Opening Business
Billing
Collection
Bookstores
Store Sales
Ordered Goods
Goods Collection
Ordered Goods
Orders Dept.
Storage
Ordering
Goods Receipt
New Titles
General Affairs Dept.
Shipping
New Titles & Orders
Shipping
Returns
Returns Dept.
Workplace
Returns
<Distribution Function>
Flow of slips (bills, orders) and information
Flow of goods
Cash flow

3) A centralized distribution agency, Nippai, was established in 1941 with the aim of controlling publication by the military government during the War. All distributors, including the big four, were forced to close down independent operations and be integrated into Nippai. In 1949, Nippai was closed down.

4) In the same year, 9 distributors were born from Nippai including Tohan and Nippan. In addition another 184 distributors were established.

5) At present, 1994, there are approximately 60 distributors of which 42 belong to the Japan Distributor's Association. There are 8 major distributors, namely Tohan, Nippan, Osakaya, Kurita Shuppan, Taiyosha, Nikkyohan, Chuosha, Kyowa Shuppan.

3. The Roles and Functions of Wholesale Distributors in Publication Marketing

1) The role played by distributors in the commercial aspects of distribution

a. Sales: Distributors advise bookstores on appropriate store layout, product composition, and how to set up a store or branch. They also promote sales of the publishers' major projects, and offer a variety of support in bookstore management.

b. Distribution: Movement of goods between publisher, distributor (Nippan) and bookstores, necessarily involves such commercial activities as billing and collecting payment. Our firm handles billing for the publisher and payment of bills for the bookstore.

2) Information flow

Nippan acts as a middleman for about 3,000 publishers, 10,000 bookstores, and 11,000 convenience stores. We are actively involved in collecting, processing, and transmitting information to all parties, thereby promoting effective management of our affiliated publishers and retail stores.

3) Distribution of goods

On a daily average Nippan lays in a stock of 240 new titles amounting to 730,000 books, 1 million ordered books, and 207 magazine titles amounting to 4.9 million magazines, all of which is shipped to bookstores and convenience stores.

11. Bookshops and Sales Promotion

Mr. Tadao Nireki
General Manager
Overseas Store Business Management, Store Division
Maruzen Co., Ltd.

1. Marketing policy of Maruzen

The Japanese publishing industry is based on the retail price maintenance and consignment sales systems and has developed a gigantic and homogeneous market for books and magazines. Because of this system, bookstores sometimes all have the same lineups, making any distinctiveness difficult to achieve. Also, as the risk in bookselling management is rather small because of consignment sales, big industry has been getting into book-selling recently, making it difficult for small and medium scale booksellers to survive. In this situation, our company has been trying to achieve customer satisfaction and to acquire differential superiority among competitors.

When Maruzen was founded in 1869 as the first joint stock company, Japan had come out of its national seclusion, and tried to aggressively absorb Western culture, civilization and technology. In response to these needs, Maruzen developed a branch store network throughout the country at the locations of the national universities, mainly to meet the needs for foreign scientific and technical books. These branches poured their energies into field sales activities to universities, other schools, libraries, research facilities, etc. Currently there are 12 branches throughout the country, and 38 stores (including stores other than book stores).

We have pursued diversification into various businesses, including the computer business, on-line information reference business, publishing business, and the business of interior finishing of facilities for libraries and museums. In order to establish differential superiority for Maruzen as a bookstore, we have educated our employees, devised merchandising, and conduct sales activities at stores and fields.

2. Store sales

(1) Opening of new stores

In the case of bookstores, it can be said that the location and scale of the store to be opened will determine whether the requirements for competitiveness are met. Because of this, a prior market survey is important. Such surveys are often done by professionals outside of the bookstore, such as surveyors in wholesale distributors.

(a) Market surveys for the opening of new stores

- Estimate the population within commercial area by considering the location, transportation media available, population in the business territory (daytime and nighttime), and the size of the sales space of other large retailers, etc.
- Estimation of the amount of annual book demands in the business territory by calculating: population of the business territory x Amount of books purchased per individual in the concerned year x Earning differential
- Survey of the number of competitor stores, their space and sales.
- Estimate the theoretical book sales area space

From the foregoing it can be predicted whether the concerned location has any remaining power as a latent market, and whether the location and scale of the individual store can defeat the competitor stores, upon estimating the amount of sales that can be achieved. Finally, in the event that profit can be predicted by the sales, creation of a concrete plan to open the store is commenced.

(b) Establishment of store concepts

- Establishment of customer targets: Surveying professions of residents, number of schools in

Maruzen's on-line information service on books for customers

the area, kinds of stores around the place and so on, grab the customers (day time and night time) and prepare assortments suitable for them.
- Determination of merchandising, allocation of products, and layout.
- Determination of design concepts.

These policies are revised by researching customers after opening stores.

(3) Publicity and advertising activities

- Distributing flyers, advertising in transportation media
- Holding of opening events, for example, autograph sessions with authors through tie ups with publishing companies.

(2) Utilization of events as sales promotion activities

At Maruzen stores some kind of event is always being held, from mini-events at the shelves and wagons in the sales areas to events such as those using galleries. I believe that events are important sales promotion activities in attracting customers to the stores.

As well as drawing customers and securing sales, the purpose of holding events is also to establish a status for the individual stores. If events are to encourage repeat visits by customers to the stores and attract new customers, they must be highly visual and highly capable of transmitting information. Attractive events can draw many customers to the bookstore if they are reported through TV and press. Also, an important point is to nurture events that have continuity such as those held annually at fixed times. Among the many events that Maruzen has held, events like the following have gathered the support of customers, and have been effective in drawing customers.

- Exhibitions of original picture book illustrations by foreign artists continuing for 25 years
- Oil painting exhibition by members of the Artist's Institution continuing for 28 years
- Exhibition and sale of traditional Japanese small artifacts held at the end of each year, continuing for over 10 years

3. Field sales

Our company has put emphasis on field sales from its foundation. Now the field sales account for 45 billion yen per year and store sales account for 35 billion yen. Our 300 sales staff continuously visit universities, colleges, libraries and research institutes and provide them with information of new titles as well as services and advice, based on sales data in our computer. Our sales staff are all on salary bases because they are required to deal with various kinds of products for customers, continuously providing information and services, not like commission sales where only one product is sold in as large a quantity as possible. Through establishing such a continuing relationship with customers, we have developed our business into other fields like finishing equipment and interior facilities of libraries.

In some cases, we have joint sales with publishers. To promote particular books, sales staff of our firm and the publisher visit our customer together, to provide explanation from the publisher. Also on the occasion of scholarly conferences joint sales with publishers are often held. In order to promote field sales, publishers often pay a kickback to booksellers or provide awards to top sales staff.

12. Strategies for improving Local Distribution of Books - Book Delivery Service in Local Area

Mr. Shozo Ikari
President
Book Service Co., Ltd.

Book Service Co. was established in 1986 as a joint venture between Yamato Co., one of the biggest express delivery agents and Kurita Co., a book distributor, with the motive of establishing a book distribution network system to serve those in areas without bookstores or libraries, and which would be accessible to publishers and booksellers. Now it handles about a million books as well as videos, CDs, electric publications annually, an increase 130% compared to last year.

1. Yamato Co. and establishment of Book Service

Yamato Co. started individual-oriented express delivery services 15 years ago. At that time the market was monopolized by the then National Railroads and the Postal Services, both, of course, run by the government, and the services for customers were quite insufficient. Yamato started a system which guaranteed door-to-door next-day deliveries within 1,000 km, and two-day delivery for longer distances. It has slightly expanded its commercial area, and finally established a system covering all Japan in 10 years.

When Yamato delivery system was established, I, as an executive of Yamato, was requested by customers in local areas to provide necessary services besides delivering parcels. One of the requests was to handle book orders because booksellers had withdrawn from remote areas due to decreasing population. Contemplating the requests, Yamato Co. asked Kurita Co., a book distributor, to join in establishing Book Service to handle book orders in local areas. Book Service is able to use the distribution network and vans of Yamato Co. as one of the group companies of Yamato Co..

2. Present situation of access to books in local area

Though the Japanese publishing industry has greatly developed, on the other hand, non-paying remote areas have been cut off as shown by the following data.

From among 2,576 towns and villages in Japan,

Towns/villages without a bookstore	1,300
Towns/villages without a library	2,000
Towns/villages without bookstore or library	1,100

23 millions of people, which is 20% of the population, have difficulty getting access to publications due to the following reasons:

a) Bookstores and libraries of local areas receive limited deliveries through distributors. Also orders through bookstores and distributors take at least two to three weeks. This is very inconvenient for readers.
b) It is impossible for bookstores to have every publication on the market.
c) The margin for magazines and comic books are taken over by convenience stores.
d) Large chain stores dominate the market.

For the above reasons, small, local bookstores went out of business, inconveniencing the general public further.

3. Delivery system of Book Service Co.

We guarantee the customers:

- Deliveries made 4-7 days after order
- Paid-on-delivery system
- ¥380 per delivery, for any number of books

*In cases where the ordered books are not all available within 6 days, the first delivery is made on 7th day. For the second delivery, Book Service bears the cost and the reader has to pay only for the first delivery.

(1) Receiving orders from readers

Readers order by:

a. postcard (receivers pay)	27.2%
b. phone	25.5%
c. private facsimile lines	18.5%
d. computer networks	10.5%
e. public book stores facsimile lines	10.0%
f. Yamato sales counter	5.2%
g. others (from overseas)	3.1%

(2) Ordering to publishers

Orders are inputted into computers, and automatically faxed to 2,500 publishing companies daily, between 8 a.m. and midnight.

(3) Collecting ordered books

Based on the data of orders at Book Service, vans of Yamato Co. automatically go to collect books from publishers the following evening. There are cases where the publishing company or Book Service Co. directly calls the office of Yamato Co. to give directions to vans and trucks by ham radio to pick up ordered books for Book Service.

Regardless of weekends and national holidays, publications are collected and reach us within two days after orders are made.

Present collecting rates are:

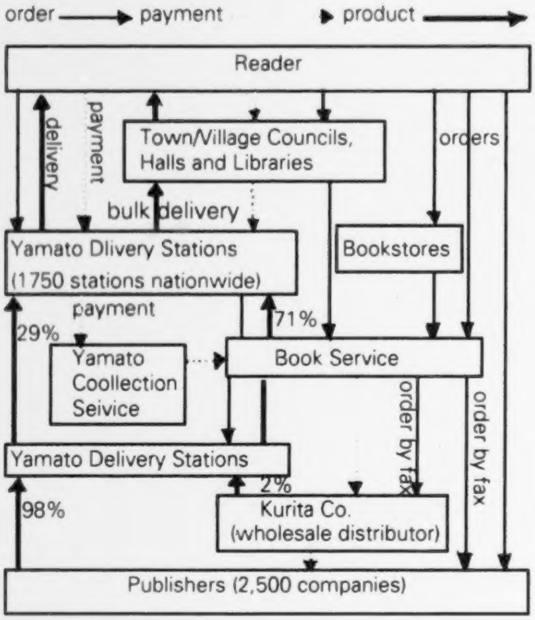
3rd day:	60%
4th day:	74%
5th day:	86%
6th day:	91%

(4) Delivering ordered books to customers

Books collected from publishers by Yamato vans are assorted according to the orders by Book Service Co.. Yamato vans deliver the books to the customers and collect payments.

4. Future systemization

Outline Map of Book Service


order
payment
product
Reader
delivery
payment
Town/Village Councils, Halls and Libraries
orders
bulk delivery
Yamato Dlivery Stations (1750 stations nationwide)
Bookstores
payment
29%
71%
Yamato Coollection Seivice
Book Service
order by fax
order by fax
Yamato Delivery Stations
2%
98%
Kurita Co. (wholesale distributor)
Publishers (2,500 companies)

1. Establish good relations with bookstores and expand servicing area. An increasing number of bookstores use Book Service when they receive orders from customers because it is much faster than ordering through distributors, and the books are delivered to anywhere convenient for the customers.

2. Collaborate with town/village councils, halls, and libraries, in publicizing publication lists given out by publishers and order by bulk, which saves on consumer costs. According to increasing demands from such public sectors, we have decided to accept deferred payment and also not to levy a dealing charge for bulk orders.

3. Collaborating with local libraries in promoting reading. Support local libraries in getting popular books so that the libraries are well utilized, and thus promote reading among the population. There are cases where a local council purchases second-hand books at discount rate for the residents or exchanges second-hand books with other villages with the support of Book Service.

4. Collaborate with publishers, in realizing a system to make next-day-deliveries possible increasing the number of service counters.

13. Practical Session on Drafting Effective Marketing Plans of Publications

Ms. Alison Baverstock
Book Marketing Consultant

The participants drafted marketing plans in groups of 4-5 members, for one of the following kinds of publications, under the guidance of Ms. Alison Baverstock.

Group (A)	Textbook for schools
Group (B)	Mass market novel (popular fiction)
Group (C)	"How to" book - a travel guide
Group (D)	Professional book - for publishing and bookselling trade
Group (E)	Journal - for children, sold on subscription

In drafting marketing plans, the participants should consider all the following:

1. People

- Who are the natural prospective customers for your product?
- What kind of things motivate them?
- What else do they buy?
- How do they like to pay?
- Where do they buy or get together?

2. Product

- What kind of product will meet their needs?
- How will they use it?
- When?
- Who with?
- What needs does the product meet?
- What new advantages does it offer?

3. Price

- How much will the market pay for the product?
- What is the competition priced at?
- Does it offer any new benefits which mean that a higher price could be charged?
- How will the market pay for the product - do you need to offer easy terms?
- Or a special offer price promotion for early orders etc.?

4. Promotion

- What kind of marketing and promotional campaign will you organize to let the market know about the product you have to sell?
- What shape will the promotion take?
  For example, will you be using PR, direct marketing, sales representatives...

5. Place

- Where will you make your marketing information available?
- What media will you advertise in; What kind of shops will you seek to get stocked in; which television programmes will you seek to get coverage on...?

6. Period of Time

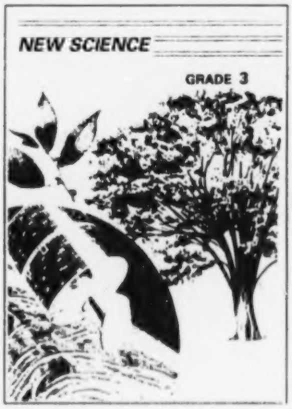
- When is the best time to tell your market about your new product?
- Are there specific buying seasons to bear in mind?
- Do you have the time and the resources to organize the marketing of the product at the time you have chosen?

7. Point

- What kind of return are you looking to obtain?
- How soon will the product you are marketing start to make money?]
- Are you taking a long-or short-term view of your investment?

Group-A:

Marketing of Textbooks



1. People

(1) The market for the title consists of:
  - Students
  - Teachers
  - Parents
  - Head teachers
  - Inspectors
  - Board of examiners
  - Ministry of Education
  - Curriculum personnel

(2) The market looks for relevance, quality, timely supply and moderate price
(3) They also buy stationery, magazines, note books, charts, reference books, periodicals, literary books, sport goods and audio-visual materials
(4) They will pay either with cash, cheques or demand drafts
(5) The books will be purchased from wholesalers, distributors, book shops and book clubs

2. Product

(1) They prefer paperback with good binding and attractive illustrations
(2) The books will be used with the help of teachers and parents
(3) The books will be used during school hours and at home in the evening and holidays
(4) The product needs to be consistent with the prescribed syllabus of the Ministry of Education

3. Price

(1) Customers will pay a reasonable price
(2) A price acceptable to the buyer is a plus point
(3) Discount for early payment and timely supply may be included as one of our terms

4. Promotion

We will send our sales representative along with sample copies for exhibition in school libraries and meet the head teachers, inspectors and other concerned officials. Maybe inspection copies (1 free with 15 bought) can also be included

5. Place

We will use school libraries, notice boards, and retail book shops to make marketing information available

6. Period of Time

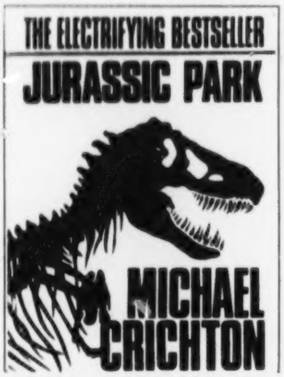
We will inform the market about our new product 6 - 9 months before the school year starts. The best season to sell the books will be before the academic session starts.

7. Profit

(1) Our ultimate aim is profit. Besides, we will establish good public relations for future publishing programmes with our customers.
(2) When we give our book consignment on credit, the money return is always late.
(3) We may improve this system by giving some incentive so that money return will be faster.

Group-B:

Mass Market Novel "Jurassic Park"



1. People

(1) General reading public - whoever reads (young & old)- and libraries will be our customers.
(2) Motivation for purchase is:
  - Popular interest in prehistoric animals & adventure
  - Interest in author's style of writing
  - Reading for pleasure - (to pass the time)
  - Having watched the film, the probability of reading the book would be greater.
(3) They will buy other popular fiction, books written by the same author, other bestsellers,

books that deal with the future predictions.
(4) They will pay in cash - because it's cheap and no long-term saving is needed.
(5) They will come to; bookshops, convenience stores, supermarkets, airports, railway stations, museums, book clubs, public functions, high school libraries.

2. Product

(1) Customers prefer well-written popular fiction by famous authors (best-selling), at reasonable prices. It does not have to be very high quality
(2) Customers will buy it for general reading for pleasure
(3) Customers will read it for pleasure while traveling, at bedtime, during holiday weekends and leisure time.
(4) Customers will read it alone because it is exciting to feel part of the story
(5) The product meets the need for entertainment, information, popular demand for latest trend (i.e. dinosaurs)
(6) The product will offer:
- New dimensions in pre-historic animals and the Jurassic Era
- A field in which not many such books are available
- Information people are anxious to know

3. Price

(1) Price should be low because it is read only once.
(2) It should be sold at a fixed price.
(3) It can be sold at a higher price because it is not available in any other book shop.
(4) We do not need to offer the market easy terms since it is a cheap paperback.
(5) We will provide a special offer for anyone who orders before publication, in the form of discount or gift or free delivery

4. Promotion

(1) We will get the book reviewed in the local newspapers by giving a copy free to the reviewer, or call the author to autograph the books for the customers
(2) The promotion will include:
- Advertisement in newspapers, subway trains, airports, and supermarkets about something new coming on dinosaurs
- Colourful posters in libraries
- Short write-up about the author's life style and interests
- Advertisement in a popular local magazine/newspaper with the cover of the book and an introduction

(3) A moderate campaign with direct marketing can be held because the title is very popular. Word of mouth can be a useful method.

5. Place

(1) Marketing information will be sent to book shops, convenience stores, universities. As most readers of mass paperbacks visit book shops regularly to browse around, it will be the ideal place to have marketing information.
(2) Advertisement in newspapers and on TV - by showing a clip of the film showing dinosaurs.
(3) It will be sold at book shops, airport book shops, train stations, convenience stores, bus stations, tourist hotels
(4) TV programmes like talk shows, news breaks, literary programmes

6. Period of Time

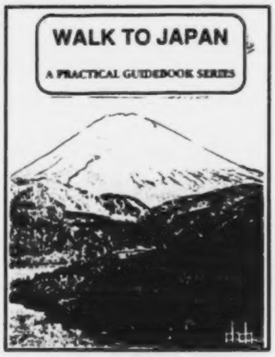
(1) good time for promotion is:
before holidays, end of month before receiving monthly salaries; weekends; when the film is about to be shown
(2) buying season is throughout the year.
(3) Since it is a mass paperback, a large number of prints will be available. Since it is a cheap product, a big budget is not needed to launch the book.

7. Profit

(1) A reasonable profit will be gained. Because mass paperbacks have to be sold out very quickly, it has to be cheaply priced.
(2) The product will make a profit immediately. Popular fiction is bought very fast because it is cheap and soon replaced by another title. Since it is priced cheaply, no long-term planning is needed to purchase it. The readers are mostly young working class who do not have any problem with spending.
(3) As popular fiction's popularity is short-lived, a short-term view will be taken.

Group-C:

Travel Guide Book "Walk to Japan"



1. People

The targeted group of people can be analyzed as; tourist, tourist-guide, tourist industry, library and museum for researchers, hotels/motel/inn, air lines, travel agents, business people who want to do business with Japan, and book shops. We will publish the book in English and the contents will be informative and interesting. We will also cover the traditional culture heritage, which will attract the tourist.

In addition to this travel guide book "Walk to Japan", a Japanese phrase book, tourist guide map, traffic regulations and some useful expressions will also be published.

This book will be sold at book shops, hotels, tourist spots, tourist information centres, at home and abroad.

2. Product

The book which we are going to publish will be in coffee table format or paperback book format with full color illustrations. The book is light enough to be carried in a travel kit. It can be read before traveling to Japan, during their stay in Japan or even after traveling Japan.

Tourists, interpreters, tourist-guides and researchers will learn about the customs of the country, where and how to go, what to eat or drink, what to wear and what to see.

Business people will also learn which type of businesses would be profitable to invest in.

3. Price

We will publish the book in well-bound paperback form at a medium price in order to compete with other types of books or other competitors. We plan to offer phrase-books, and tourist guide maps to the people who buy our book, so that the customers consider it good value for money.

A special offer to the book trade by allocating additional commission or discount (say 15% on sale) can be provided if they buy more than (100) copies within a specific period of time.

4. Promotion

The book "Walk to Japan" will be promoted by using direct marketing channels for which we will give advance notices or advance information sheets, leaflets and flyers, posters, show cards, newspaper, broadcasting on radio, televising and also cinema slides. We will also promote by press release, and book review sections in newspapers. Over and above we might also organize sales conferences for our sales representatives. Apart from direct marketing channels, we will also use our sales representatives, sales agents or even appoint door-to-door sales people.

5. Place

We will make our marketing information available at railway stations, airports, seaports, on buses and trains. Apart from such public places, we will also advertise at the hotels, motels, inns, book shops and department stores.

6. Period of Time

The best time to sell the book "Walk to Japan", which is our new product, would be one month before the tourist season, since our book's target group is the tourists. Apart from the tourist season of Japan the next best seasons are holidays and the Christmas season.

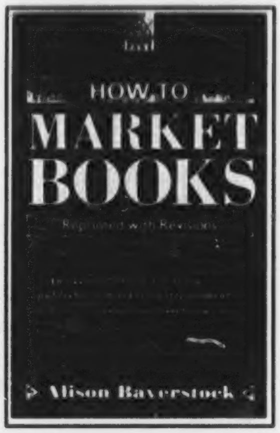
7. Profit

To reduce the cost of book production, we will invite other companies such as airlines, hotels, credit cards, rent-a-cards, etc. to advertise in our book, which we estimate will cover about 25% of production cost. The remaining 75% will be from the sales of our book to recover all the cost and break even within six months. We also plan a long-term view by publishing more guide books on several countries. In reprinting, however, we will consider the minimum number of copies possible so as to be able to update the data periodically.

We'll also plan to publish a book "Visit Myanmar" in the very near future in order to promote the tourist industry of "Visit Myanmar 1996".

Group-D:

Professional Book "How to Market Books"



1. People

The natural prospective buyers for this product are as follows; management consultants, college and university students who are studying marketing and economics, researchers and scholars and people in book- related jobs such as: bookshop managers, supervisors and editors of publishing houses, managers of wholesalers and distributors, librarians, sales personnel and book reviewers.

The product is an intellectual attraction, it will certainly improve and advance their skills in marketing and they will become experts in the field. They do buy general marketing- related books, management books and economics and business magazines.

The colleges, universities and companies are going to buy sets for their professional personnel. Students and librarians will buy individual copies. The book shops and the wholesalers are sure to buy in bulk.

2. Product

The product will certainly meet the following areas of needs; (a) Acquiring and broadening book marketing skills and (b) Enhancing the knowledge of book marketing.

3. Price

The price of the book should be subject to the following factors; (a) The price is competitive (b) Paperback to students (c) Hardback to companies and libraries, and (d) more copies : - big discount percentage to universities and colleges.

4. Promotion

For promotional purposes the following will be carried out;

(a) Invite to the book-launching ceremony the people mentioned in No. 1 above, and the Minister for Finance and Planning as our guest speaker.
(b) Journalists to interview the author on television and radio.
(c) Book reviewers in the newspapers.
(d) Send pamphlets and leaflets to the other publishing companies, libraries, colleges, universities and consulting and management companies.
(e) Print posters
(f) Make personal visits to potential buyers for PR.

5. Place

The appropriate place for launching will be the University main forum. Posters will be placed at the public bus stops, in book shop windows, universities and college campus, supermarkets, milk bars. For television we will use the business review programme. For the newspaper we will use the classified advertisement and the book review sections.

6. Period of Time

Long-term marketing is planned for this book especially at the beginning of the University academic year.

7. Profit

Long-term profit return is considered for this product. Other titles will be published as a series on the same subject. The returns on investment should begin three months after the launching. The market will then be extended overseas.

Summary

1. People: Assess the various kinds of readers to find out the size of the market and proper area of publicity.
2. Product: Ascertain what specific needs are met by the book in order to launch proper campaign and advertisement.

3. Price : Depending on the context of the book, choose a relevant and effective approach and place for marketing.
4. Promotion : Give complementary copies to book review libraries and relevant organizations.
5. Place : Provide incentives; paperbacks for students and more discounts to wholesalers.
6. Period of Time : Investment should be planned long-term profit basis.
7. Profit: Publication to be in series for better return on investments.

Group-E: Children's Subscription Journals

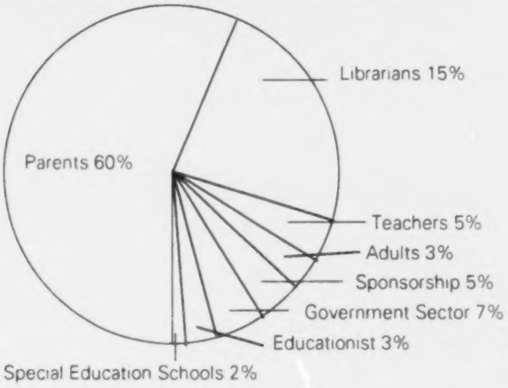
Kids world
journal for children
4 April

1. Market

The journals target to children aged 5-8, male and female. Because the children do not have buying capacity, the buyers would be their parents.

The following is the breakdown of the total market:

Estimated Percentage of the Total Market



a) Parents (60%) - The parents of the children who are studying in schools would be the primary target market. Of this 60%, around 45% would be the mothers. They have the financial capacity which would be taken out of the domestic expenditure. These parents may also have children below the target age level for the journals, for whom they would like to get an early start. These parents would mostly belong to the *medium to upper class level* of society.

b) Libraries (15%) - The libraries of schools which have collections of journals for their students. The decision-maker would be either the librarian or the principal of the school.

c) Government Sector (7%) - the government would purchase for the public schools.

d) Teachers (5%) - The pre-primary and primary teachers who would like to have such materials as a supplement to their teaching. They can get new ideas and activities from the journals.

e) Sponsorship (5%) - These would be companies who would like to have a business connection with us. They could get subscriptions for a particular organization or association.

f) Educationist (3%) - These are people who would need such journals to use as their reference materials.

g) Adults (3%) - These are people who do not necessarily have children but would like to give the journals as a gift for Christmas or birthdays.

h) Special Education School (2%) - These are schools who have slow learners as their students and would need such material as a supplement to their teaching.

The target markets are motivated to buy for the following reasons:

1) The colourful photos/pictures. The journal also includes an insert of stickers and games to stimulate the minds of the children
2) These are very educational and yet entertaining
3) There is a parent's guide on the first page of the journal.
4) The journal contains games, crossword puzzle, etc.

The buyers gather at the schools, food marts, grocery stores, bakers' shops, PTA meetings and other public places.

They usually pay by: C.O.D. , checques, credit cards, postal money order.

2. Product

The journals are issued **monthly**. The text will be simple and easily understood, and the lettering (fonts) used will be big for easy reading. This is an educational tool from which children can acquire knowledge and values, acting as a supplement to school lessons. The journal will also have activities for the whole family. The children will also acquire literary skills and sharpen their intellects.

The journal can be shared with other siblings, friends and relatives, and can also be brought to school.

The teachers can use the journals to get some ideas or activities which they can actually utilize in their classes.

The Unique Selling Proposition (USP) of the journals is the introduction of new technical games and inserted exercise book packed with learning kits.

3. Price

The price of the journal will be *medium* to make it affordable and reasonably priced for the target market.

The prices of the competitors of related journals may be lower than our product but that will not hinder us from selling our journals a little higher than theirs because of the cost benefit they can get.

As for the mode of payment: A *special price offer* will be given to buyers for a One Year Subscription, such as a Magazine Rack or a 10% price reduction. Yet the magazines may be subscribed to on a Semi-Annual and Quarterly basis.

4. Promotion

The company will go on a direct marketing scheme having sales representatives roving the schools , government offices, libraries, homes.

The promotional campaign that we will organize to let our market know about our product will be as follows:

1) Direct mailing

- We will get a list of the PTA members from the principals
- Directory of Libraries and other possible Government Agencies
- Directory of Schools

* Mailing will be done in two stages: Pre-Publishing and the Launching of the Product.
* The envelope will contain a letter, brochure, and an order form.
* Pre-orders maybe taken during the Pre-Publishing stage.

2) Posters

- these will be distributed and displayed on school bulletin boards, in public places such as bus terminals, on government bulletin boards, and the like.

*Posters will be posted in two stages: Pre-Publishing (to notify the public that the journal will be out on the market on subscription) and the Launching period.
*During the on-going stage, a poster contest may be held and the winning poster may be used as a cover of one of the issues.

3) Leaflets

- These may be handed out in schools, in public places such as grocery stores, PTA meetings, food marts and parking lots, and door-to-door.

4) Press conferences

- this will be on the book launching.
- the editor-in-chief may be interviewed.

5) TV Media

- a 30-second or 60-second advertisement may be aired.

6) Free Copies/Complimentary Copies

- We will give away 3,000 copies at random through our mailing list.
- Copies will be given to government officials

for examination.

7) Participate in the Book Fair

8) Get the ISSN Number and send bibliography information to the national agencies for the preparation of secondary sources such as indexes, bibliographies, abstracts, and directories.

9) In the on-going stage, coordinate with Book Clubs.

10) After a year, a simple questionnaire will be sent out to the subscribers to get their feedback in the form of comments and suggestions to further improve the service and the content of the journal.

Pre-Publishing	Launching	On-going Promotion
- mailing - posters - leaflets	- mailing - posters - leaflets - inserts - book launching - press conference - dump bins - ask columnist to write something about the jouranl - direct selling by sales representatives to schools & others - complementary copies selected subscribers at random	- contact book clubs - give discount to subscrivers on other books sold by the publisher - send a questionnaire to the subscribers to gather comments/ suggestions on service and content of the jourrnal

5. Place

The marketing information will be available through direct mailing. Posters will be displayed in public places such as bus terminals, inside buses, trains, department stores, grocery stores, on bulletin boards in schools and government offices, media houses, Ministry of Education offices, Professional Associations.

6. Period of Time

The best time to launch our product is in January. Pre-publishing promotion will start in October, such as the mailing activities.

The marketing division will be organized by June. Recruitment, training and inputting of data to the computer will all start during this month.

7. Profit

To increase our cash flow, we will be getting advertising fees from companies who would be interested in placing an ad in our journals. But their products must be related to children. We will also be getting subscription fees and selling back issues.

For our future plans -- we will come up with the same kind of journal with the same format but dealing with different subject such as Math and Science.

Group Members for Practical Session

Group-A Members:
Mr. Dago Dorji (Bhutan)
Ms. Guo Hong (China)
Mr. Suresh Chand (India)
Mr. Tate Etekbai (Mongolia)
Mr. Tu Ngoc Anh (Vietnam)

Group-B Members:
Ms. Cucu Kartini (Indonesia)
Mr. Mohamed Rumi Izadeen (Sri Lanka)
Mr. Somyod Thaenin (Thailand)
Ms. Asenath Bole Odaga (Kenya)

Group-C Members:
Mr. Anowarul Hoque Bhuiyan (Bangladesh)
Mr. Bounphak Leuangvilay (Laos)
Ms. Mya Mya (Myanmar)
Mr. Tej Bahadur Pant (Nepal)
Mr. Chung Jee-Seok (Rep. of Korea)

Group-D Members:
Mr. Fazel A. Larijani (Iran)
Mr. Abdulllah Shafeeu (Maldives)
Mr. Syed N. Akhtar (Pakistan)
Mr. Joseph P. Abaka (Papua New Guina)

Group-E Members:
Ms. Nazira Ahmed (Bangladesh)
Mr. Mohamad bin Hj. Mohd.Zain (Malaysia)
Ms. Beatriz R. Abiva (Philippines)
Ms. Suwadee Chongsatitwattana (Thailand)
Mr. H.M. Guneratne Banda (Sri Lanka)

3

Present Situation of Book Marketing and Distribution in Respective Countries

(Participants' Reports)

Status-quo and Problems in Book Marketing with Successful Casees and Unsuccessful Cases Experienced by the Participants

BANGLADESH

Ms. Nazira Ahmed
Assistant Director
National Book Centre

The book trade in Bangladesh - from investment and production to marketing and consumption has not had a smooth development over the last four decades. The main reason for that was political instability contributing to a very constricted literacy base and consequent feeble social demand for books. Trade based on a commodity not much in demand can never prosper to the level of having devised its own inner values and discipline, norms and dynamism and this is exactly the situation in Bangladesh now. The overall unsatisfactory book situation generates a matching unhappy trading situation in which no norms operate and the unscrupulous make some quick money at the cost of sustained development towards a stage when the highest socio-cultural values of the commodity in question, as it is essentially a socio-cultural product - will be the object of realization for all involved in the trade.

The problem of poor book consumption in Bangladesh does not solely lie in poor literacy rate. At the prevailing rate of 30 percent there are 40 million iterate people here in an area of 56 thousand square miles - over 700 literate persons to a square mile, that is. How many nations can boast of either this absolute number of the lettered or of such density of their distribution. If this section only consumed book at 1 per capita, Bangladesh would have become one of the largest book economies in the world. Some may say lack of motivation is at the root of one in every 40 literate person buying a book in year. But motivating one million people to buy more than one book a year is a task easy enough for well-thought up campaigns. The main stumbling block is there is hardly any use for literacy in the system that is now moving Bangladesh, if at all there is one. Most literate persons, even some among the very highly so like eminent professionals and even teachers, do not consume books because they are not required to do so in the course of their calling. Outside a very small elite of intellectuals, very few social, political and economic leaders read, not to speak of the common run of professional, business and service people. Even in the most sophisticated circles of Dhaka mention of books amount to faux pas and the bright young people of the middle class have a way of denigrating the reading types among them as 'antels', whatever may that mean and wherever might that have come from. Nobody loves the 'bookish' boy or girl. Strangely, the least book using section of the literate population seems to be the students who do not even buy their textbooks. Most of them have hardly come across a textbook and set eyes on it in the course of gaining masters in any discipline. Motivation, however clever and persuasive - and persuasive - is not going to heal any of these people of their disease.

Fortunately for us all, while the base of literacy is being broadened slowly but steadily - thanks largely to the good work turned in by the NGOs -, competition for jobs gets tougher all the while. And landing a job is dependent on general awareness derived from reading and some amount of reading-based knowledge of one, two or an array of subjects. Every year some six hundred thousand of school graduates are being injected into the jobs market, far more than the present shape of economy can cope with. And this figure would increase by leaps and bounds in the new millennium. Add to this the great surge of non-formally educated people coming up and picking up trades as diverse as tailoring to word processing, motor tinkering to garments manufacture. Illiteracy now has no place in any of the traditional or even new-fangled trades. These jobs mean cash and cash securely at the month-end means a prospective reader - possibly of Chesterton's penny-dreadful or of modern-day porn magazines.

Socio-economic pressures joined by politically inspired literacy and education programmes by successive governments is sure to push the population of literate people up to just the double of what we have today - 80 million in a decade's time. And the same forces would increasingly go on requiring the literate to pick up a book in order to improve himself or herself and survive the competition. It is a safe prophecy to talk of demand for books going up by a factor of more than 4 by that time, if not 10. That is not much of a boom but one can hope that the growth would hold and more spectacularly with time.

The present trends, however, encourage one to be less conservative than that. Newspaper readership possibly have gone up more than two-fold in about 10 years. There are surely more readers now reading more books and magazines and newspapers per capita, than only a year back. A good indicator in the matter is the Ekushey book fair sales which keeps rising surpassing every year the earlier year's sales growth very impressively indeed.

Time has come for the publishers and booksellers and book promotion setups to weigh the overall pluses and minuses of the book fairs, specially of the biggest of them, the Ekushey Mela. Through these the publishers have been helped to a direct, effective and a very large access to the reading and buying public. But surely at the cost of steady development of the book trade, specially book retailing. How are these fairs going to affect the whole book situation, it is difficult to say without a close and prolonged study of the matter. Meanwhile what can the publishers do to encourage more and more to come to the retail trade as also to see that the existing retailers prosper and become true and exclusive book traders.

This encouraging picture, however, takes us now where near a modest target of universal literacy and a per capita book consumption rate of 1 for the literate exclusive of school books. The meagre edge of literacy gains over population growth would require more than at least two generations to reach around universality, even after taking into account the non-formal thrusts and other helpful factors. In another six years' time population is projected to reach 150 million mark. With the passage of time, reaching an universality of book consumption would also become more and more difficult.

The factors that have been kept out of our discussion so far are the economic and cultural developments of the nation and the role of governmental and other organized endeavours in the matter. The NGOs have convincingly demonstrated that poverty as a stumbling block to literacy can be overcome. The need is now to snowball their success through social movements and the involvement of the political cadre in the process and striking up more self-reliant ways to spread of literacy than the NGO's. But dismissing the pernicious cycle of vicious poverty as nothing is foolish. The economy must pick up and not in the fashion it has been doing in the past decade. It has already bungled three almost godsend electrifying economic windfalls - gas, garments and manpower export - to make of all three mere palliatively. It has destroyed jute and sugar and salt and is in a hanging situation in the most promising old obliging sectors of tea and hides and skins. Nothing can demonstrate this bungling genius better than the story of the foreign exchange-minting shrimp culture and export hitting the rocks. An innovation has lately been made in the utilization of jute which has the promise of revolutionary impact on the economics of the impoverished peasants who form more than 70 percent of the population and of book production and printing paper. Pulp is being produced from green jute plants delivered by the peasant to the mills. The innovation ensuring the supply of the country's entire need for paper, would if not bungled, for the first time infuse good chunks of cash at the base stratum of the population. The two complementary developments should combine to send the literacy and book consumption profiles of the nation shooting to unexpected heights.

BANGLADESH

Mr. Anowarul Hoque Bhuiyan
Secretary, Textbook Standing Committee
Bangladesh Publishers & Book Sellers Association
Proprietor, Book Supply

Bangladesh is a small country not with sample resources to be shared generously by its 120 million inhabitants. Its literacy rate is one of the lowest in the world. Though this rate of literacy is calculated at about 37% of the total population, its functional literacy rate is definitely not more than half of the estimate. People who can read and write without much efforts are definitely not more than 10% even at a most liberal calculation. Literary enterprise here has been dogged by these dismal percentage figures. Books are difficult to publish, and more difficult to sell. Many writers remain confined within the pages of newspaper literary supplements and journals, and a large number of them never see any of their books in print.

There are publishing firms, no doubt, but the lack of readership means that they are forced to hunt for more 'saleable' writers, although occasionally, some of them would promote a writer who does not promise to sell. Although the situation has improved over the years, it is still difficult to find market for criticisms, essays, philosophy and books on other serious subjects. The sale of books, mainly fiction and religious books, unfolds the fact that such number is not even one million in the whole country.

The average print run of a most popular novel does not exceed 5,000. This is also true of the religious books such as Namaz Shikkha (How to perform prayers) deemed as highly popular among the orthodox Muslim readers, comprising the biggest chunk of our reading population. Bangla or Bengali is the mother tongue of the people of Bangladesh. It is the language for which many spirited sons of the soil scarified their lives that eventually signalled the beginning of a liberation war, giving birth to a new nation-state called Bangladesh. Logically, Bangla is our medium of expression. Books are also written in this language. It is hard to assess in absence of accurate statistics, what is the exact percentage of Bangla books published in the country. But it may safely be assumed that this percentage would not go lower than 80% of the total books published in a year. The other major language is English, still an alternative medium of instruction in higher level of education in colleges and universities. English books are estimated at 15%, where books published in other languages such as Arabic, Urdu etc. may not exceed 5%.

Bangla is the medium of instruction at all levels since the inception of Bangladesh. It is also declared as official language of the state. All sorts of textbooks are being prepared and published in Bangla both by private and public sectors. Bangla books are mainly meant for primary and secondary levels. Demand for Bangla textbooks at school and college level is enormous. Primary education has been made compulsory in the country. Education up to class VIII is provided free of cost for girl students.

Textbooks Distribution/Sales:

In Bangladesh National Curriculum & Textbook Board occupy a pivotal position in the implementation programme of book distribution policy. Textbook Board is bound to implement the policy relating to distribution of textbooks. The existing system of production/distribution of textbooks, as regulated by the Boards allows participation of private publishers who are members of Bangladesh Publishing & Book sellers Association.

Textbook publishing is the mainstay of some 1,000 publishers, mainly concentrated in the capital, Dhaka. The fact that the Bangladesh Publishers and Book Sellers Association has 8,000 members is indicative of the nominance of printers and wholesalers over the textbook trade. Most of them, however, are quick to perceive the gains from a sound investment in the otherwise government controlled primary textbook market. The government has allowed private publishers access to part of the secondary textbook market while the entire tertiary market remains open to the private sector. Most private publishers work closely with the National Curriculum and Textbook Board (NCTB).

The publishers start the sale and distribution of books when a written sale order is received from the Board. The publishers are responsible for distribution and sale of the textbook throughout the area through retail booksellers on a minimum discount i.e. 22%. The publishers have their own sale depots for the sale of the textbooks.

Publishing in Public Sector:

The largest publishing house in the public sector is the Bangla Academy. Initially set up to undertake research in Bangla scholarly material and to translate English textbooks into Bangla, the academy now publishes about 150 books annually, textbooks, books on literature, folklore, biographic and general books.

The Islamic Foundation was set up to publish books on Islamic culture and heritage and to promote the translation and publication of books on Islam. The foundation has published over 300 titles during the last five years of its existence. The Bangladesh Shishu Academy, established to take up programmes and projects to help develop and inculcate creativity amongst children has also set up a publication section. The Academy publishes about 25 children's books annually. Other public sector publishers involved in publishing academic and scholarly books include Dhaka University (DU), the Asiatic Society of Bangladesh (ASB), Bangladesh Academy for Rural Development (BARD), National Institute of Local Government (NILG) and the Bangladesh Institute of Development Studies (BIDS). On an average, some of these institutions publish five books and over 25 reports annually.

Private Sector Publishing:

In the recent years book publishing, specially that of creative books (fiction poetry, creative essays, novels and others) has entered into a newer phase. Owing to introduction of computer backed tertiary textbooks, books for general reading and children's books are published mostly by private publishers. 382 tertiary textbooks were published in 1993 by private publishers with an average printrun of 3200 copies and 402 new children's books were published in the private sector in 1993 again with an average print run of 2200 copies. About 2700 new titles were published in 1993 with varying print runs in the category of books for general reading. Printing facilities in the late eighties.

Book Fairs:

The monthlong Amor Ekuhsey Book Fair in Bangla Academy campus in the month of February has greatly contributed to augment the number of books published as well as book sellers, buyers and readers. Even a conservative estimate discloses that 750 new titles came out in this year's Ekushey Book Fair, that accommodated more than 650 book sellers, attracted more than two million buyers who spent over 70 million taka for buying books. Book published in Bangladesh sold a large numbers. This is indeed, unprecedented in our history of book publishing and trading. Added to it, National Book Centre organizes National Book Fair on an annual basis. Measures have been taken to organize book fair at district level simultaneously from 1-7 January. It is hoped that holding of such countrywide fairs would improve the situation quite significantly indeed. However, it all depends on how well the appropriate agency can materialize the plan in time.

Book Development:

There is a National Book Centre (NBC) which is suppose to oversee book development. It is aided by direct government support. The NBC is expected to play a bigger role in future as the government is considering to turn it into a National Book Development Council. The National Book Centre is not a publishing house but helps in the distribution of books published both by the private and public publishers. The Centre organizes regular mobile book exhibitions in the rural areas, workshops of three weeks duration for editors, writers, booksellers and publishers. The NBC has also taken up a programme of training rural librarians and funding public libraries in the rural areas of the country. The book centre here has already made significant contribution in promoting Bangladesh writing.

Distribution of Books in Bangladesh:

Publishers of Bangladesh therefore depend mostly on promotional tours by their sales representatives and direct mailing of catalogues, checklists, folders, etc. They are however having to cut down on these because traveling expenses as well as postal charges have gone up steeply during the past few years. The publishers supply books to book sellers of their choice and sometimes all to one or two booksellers. It is publishers who seize every opportunity to sell textbooks and general books directly to schools, colleges and libraries and thus by-pass the booksellers. The books are not supplied on credit or on sale and return basis.

Proper distribution plans may ensure the availability of book at all places throughout the country. Publishers are unsatisfied with the whole-sellers because they charge very high commission and favour boosting up the sale of only those books that bring in high commission.

There is no central delivery system of book distribution. All types of books published in any region of the country are not timely available at one place because of distribution problems. Most of the wholesalers prefer to send their consignments by railway, ordinary post or transport.

Book reviews in daily newspapers, socio-political magazines and specialized journals have also been helping in the creation of demand for academic and general books. But publishers generally are not able to gain much advantage of this because (a) their publications are not available at booksellers, and (b) publishers are not able to bear the cost of sending books by post.

Future programmes for Book Development:

Very recently the Bangladesh government has announced a detailed National Book Policy, first of its kind in Bangladesh. The Policy has attracted the attention of people from all sections. This policy covers a wide area including publication and distribution of textbooks for all levels of education, adult education, translation of necessary books from foreign languages, import and exports of books, book marketing, date processing, literary and other kinds of books, book fairs, subsidies and incentives, library development, cataloguing, preservation of manuscripts, development of reading habits publicity, advertisements, campaigns, taking measures against piracy, imposing censorship law and copyright laws, conventions and other legal affairs relating to books in general. The policy also take care of matters like postal rates for books on mail order, VVP etc. No doubt this policy, if materialized carefully and effectively, would signal a radical change in our book world.

Government has pledged all possible assistance for the people engaged in book trade. It is indeed a happy gesture. Subsidies in relevant fields may also be enhance in near future. Bank loans for book production and simpler, easier facilities for book trade at home and abroad should also be made available. What we need urgently is proper planning and its materialization by a host of trained, competent, skilled manpower who should be given appropriate support by the government and the people at large. This would finitely change.

The book trade in Bangladesh in terms of investment and production as well as marketing is not very smooth. Because the consumption has not developed so much. Our company mostly publish books for private schools. Although school books up to class five (primary level) is nationalized, millions of school textbooks is allotted to private publishers who are members of Bangladesh Publishers & Booksellers Association to published and distribute by the National Curriculum and Textbook Board (NCTB); Our main markets are secondary level schools.

BHUTAN

Mr. Dago Dorji
Administrative Officer
Education Central Stores

The small population of Bhutan is distributed in the remote scattered settlements to take advantage limited land suitable for agriculture. Due to the small population and low level of literacy rate there is also lack of manpower. About 70% of the country's population are subsistence farmers and illiterate. All these above factors made the provision of roads and communications network difficult and delivery of health and education services rather costly.

Textbooks are given free to the school children in Bhutan so the question of sales does not arise. Expenses pertaining to child's education is borne by the Royal Government of Bhutan.

The Education Central Stores under the Ministry of Education is the sole unit which deals with the procurement and distribution of books to various schools and institutions throughout the Kingdom. This organization prepares the annual requirement of books and stationers for all the schools as per the allocation list prescribed by the Curriculum Division based on the current statistics. The Procurement Unit then calls for quotations and supply orders are awarded to various publishers/suppliers/printers as per our rules. These firms deliver all the books to Education Central Store. From there the books are distributed to the schools and institutions according to their requisitions. Since the books purchased are solely for the schools and institutions the distribution books are fairly efficient in the sense that the supplies are made according to their requirements.

CHINA

Ms. Guo Hong
Editor and Reporter of "Book Distribution"
Editorial Department
Xinhua Bookstore Head Office

In 1993 China was experiencing a transition from a planned economy into a market economy. In this difficult period, a new kind of book market, in which many kinds of channels such as the state-run Xinhua bookstore, collectively-run bookstores and privately-run bookstores, etc. developed simultaneously, began to take shape. On one hand, it developed and prospected continuously. Last year, we had sold 6.6 billion copies of books in the whole book distribution industry and the book-selling service places amounted to nearly 100,000. These were more than 250,000 workers in this trade and the average sale value per person was 57,000 RMB. On the other hand, the scale of quantity expanded so fast that it's very difficult for us to formulate a national policy and management system or provide a favorable condition to keep up with it. This situation have affected the book's quality and selling benefit. Although we have published 97,000 kinds, there're still many mediocre books in the market. The lack of high grade high quality books led to the lack of efficient supplies.

Now, the problems of book marketing can be summed up as the following aspects:

At first, the competition in book market tends to be more severe, but in a disorganized state and the market has been divided seriously. For example, Xinhua Bookstores - the main channel - are still pounded by many aspects, which reduced their proportion of sale's value to less than 80% of the total value. The channel of textbook distribution are not smooth enough some of the basic Xinhua Bookstores have withdrawn from the calendars market. Even some stores are disappearing from the prosperous region of the city because of the "city plan".

Secondly, the shrinkage of subscription upsets Xinhua Bookstores. But it doesn't mean the lack of demand and it is mainly due to the traditional sales system such as subscription and exclusive selling put the stores face more risks and profit little from total investment. In order to reduce the stock, they have to shrink the book's kinds and quantity. Statistics show that Xinhua Bookstore only own 0.1 billion RMB as flowing capital. But the average sale value per-year is 6.5 billion RMB, so they run the stores mainly by loans. The stocks of the whole book distribution industry have added up to 6 billion RMB by the end of 1993, increasing 40% compare to 1992. So even the biggest bookstores in China, such as Wangfujing bookstore in Beijing and Yuanjialing bookstore in Chang Sha, also have only 20,000 to 30,000 varieties of books.

Thirdly, the conflicting difficulties between selling and buying become more outstanding in rural areas. In recent years, the development of rural economy has gradually raised peasants' interest in learning and studying, consequently the peasants' needs and purchasing abilities for books have successively risen, too. But for various reasons, the book-selling services in rural areas have shown a tendency to decrease year by year. By the end of 1993, the rural areas had only 70,000 book-selling service places, 4,000 places less than that of 1992. The main reason why the distribution network is reducing yearly in rural areas is that the cost of distribution is too expensive for the province to bear.

Finally, the book import and export of China have an unfavorable status in international market, although China is a large country. All the books we export every year only cost a few million US dollars.

Nearly all books written in Chinese overseas are published by Hong Kong publishing house and Taiwan publishing house.

To counter the aforementioned problems, I think it is time for Chinese government and the book-distribution business to take some effective measures.

1. The Chinese government should tighten its macroscopic control of our book market and make publication laws and regulations. And Xinhua Bookstores should shift their own mechanisms, making up a clique to strengthen their actual strength. Also we should dredge the information channels, establish and perfect the information system, put into practice the institution of stock within the stores to intrigue the initiative of the staff. If we can make up such a bloc, I'm sure it will be the largest one in the world.

2. Transform the purchase-selling pattern and practice commission system. Read just the interest relations of the link of retail, in this way, the stores can purchase more frequently and sell more quickly, and we can avoid the shrinkage of subscription. A publishing house practiced the commission system in 1993 and the result is that its sale value raised 44% compared to 1992.

3. Our government have already reduced taxation of book distribution in rural areas and in remote border areas, also we have provided fund for the book distribution service places. The Xinhua bookstores should plan to develop more kinds of book-selling services and give the wholesale market more freedom in rural areas, letting them purchase and sell all the stock by themselves, thus the conflicting difficulties between selling and buying in rural areas will be solved and the book market will be more active.

4. Now, the exporting mechanisms are composed of dozens of book-exporting units, and general agents abroad. Under such mechanisms, the purchasing-selling discounts are placed upside down, and we have to pay for the transportation expenses. This kind of system lead to the apartment between purchasing and selling and reduce the benefit of competition, making the stores gain unprofitable. These are obviously unfavorable for Chinese-language books to enter the international market. So the government should give more import and export rights to the book distribution companies, especially the biggest ones such as Xinhua bookstores. Only in this way can the book distribution industry in China really enter the international book market.

Successful & Unsuccessful case of Marketing

In China, nearly 500 publishing houses continuously reduce average subscription (sometimes there are less than 100 orders of one kind of book) while the Gold Shield Publishing House stands out by selling more than a million copies for each title, making a good example in Chinese book market. What are their experiences?

In recent years the Chinese peasants, who account for 80% of China's population, still find that they have to buy books. In view of this situation, the Gold Shield Publishing House regards the rural book market as one of its targets. From the investigation they found that the peasants hoped that the scientific and technical books are simple to understand, easy to follow and effective to use. They regard thousands of letters from the readers as their reference of study titles, and invited famous experts to write some popular articles. In order to ensure the quality of the books, they keep deliberating every draft, examining and verifying each link of the publishing procedure. They also organized the staff to check the quality of the new book. One they check our any mistake, they immediately stop printing and selling and revise it.

They set up an independent and smooth distribution channel and network to sell the books to the bookstores directly. They have made up such relations with more than 3,000 bookstores and then they made up a commission relation with 1,400 of them. This action raised their sale value and their market coverage. In 1993, their sale value amounted to 9- million RMB, with an increase of 30%.

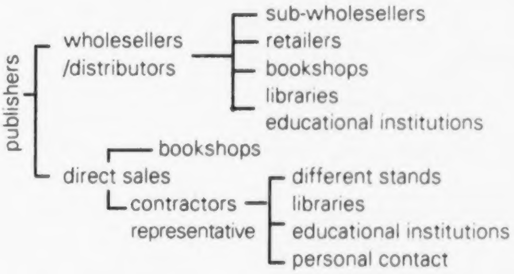
They have established some small editorial departments and big distribution departments step by step. They have amassed the capable staff on distribution, augment promotion and afford good service. They advertise as soon as they have some new books in order to attract readers, which cost them 570,000 RMB in 1993. They also set up a new service: help to change the damaged books; help to inquire about the books that the bookstores have not received; help to make up the deficiency of books which are lost. These were welcomed by many bookstores all over the country.

INDIA

Mr. Suresh Chand
Special Officer (Book Promotion)
Department of Education
Ministry of Human Resource Development

In India, distribution of books is an important business activity. India is a vast country where apart from English there are 15 major regional languages. There are 200 universities including Deemed universities, 887 Polytechnics and 8 ,115 institutions and colleges in the country including medical and engineering colleges.

The basic infrastructure of distribution of publication in India has been depicted as follows:



The distribution network in India consists of wholesellers/distributors who represent both foreign and Indian publishers and through sub-wholesellers and retail booksellers including library suppliers. Most of the regional language publishers operate a shop on a small scale because of their limited readership and finance. Being the weakest link in the chain of publication business, publishers sell about one-third of their products through booksellers and wholesellers and even less than one-third to libraries and government agencies directly. A good part of the books is sold to booksellers and wholesale dealers who in turn sell to libraries. Sales for individuals and book clubs account for about one-fifth of the total books sold. Generally, publishers offer commission ranging from 25 to 40 per cent to booksellers and wholesale dealers while offer to libraries and government agencies ranges from 10 to 15 per cent. Discount available to individuals is much less.

Problems related to book marketing

1. Major purchases are made by institutions only.
2. Poor literacy rate in India.
3. Declining sales at the individual level.
4. Inelastic pricing structure of books.
5. Lack of trained personnel in the field of book publishing industry (production, editing and marketing).
6. Inadequate opportunities for up-coming professionals.
7. Indian book publishing industry is managed both by public and private sector and books/publications fall in two extreme categories - highly commercialized and highly non commercialized.
8. Publishing of academic and textbooks constitutes a very significant part of the book publishing industry in India. Majority of textbook publishing is managed by the public sector which has its own distribution network. Academic books, however, do not command a very wide market, their main outlet being libraries and institutions.
9. Language problem
10. Interest of people varies from region to region and state to state.
11. In rural and semi-urban areas, means of mass communication and transport facilities are not good.
12. Non-uniform trade practices and conventions.

Suggestions for improvement of Book Marketing

1. A great potential exists for export of Indian books, especially in the third world countries, e.g. Singapore, Malaysia, Bhutan, Nepal and so on.

2. The Government plans to eradicate illiteracy by the year 2000. All-out efforts are being made in this direction by the National Literacy Mission. There will, thus, be an increase in the sale of prospective buyers making marketing of books a success at the desired level.

3. With the spread of literacy in the scientific and vocational fields, there is bound to be an increase in demand for such books thus creating further marketing avenues for scientific and vocational books.

4. One more important and basic factor which has surfaced is the change in the attitude of common man towards education. Previously, education was regarded as a ritual but now it is being considered and accepted as " essential and a worth investing project which will be rewarding to its investors". Ultimately, it will go a long way in the expansion of the book industry and a consequent increase in the market for books of different kinds.

5. Government sponsored delegations visit several Asian and African countries through export oriented bodies like CAPEXIL and survey the potentiality of sale of Indian books abroad.

6. Government sponsored bodies like National Book Trust organize and participate in various international book fairs. This serves as a good outlet for sale of Indian books in the international market.

Asian countries should constitute a committee of specialists from each country and should conduct meetings on a regular basis by rotation. In this way marketing problems faced by each country can be identified and steps taken to overcome them.

The Role of National Book Trust (NBT)

The Government of India established the National Book Trust, an autonomous organization, in 1957 to promote reading habit in view of the literacy scene in India after the attainment of independence. The aims and objectives of the NBT are:

1. to produce and to encourage the production of good literature available at moderate prices to the public;

2. in furtherance of the above objectives, to publish more books, particularly books of the following types in English, Hindi and other regional languages recognized by the Indian Constitution.
   a) the classical literature of India;
   b) outstanding works of Indian authors in Indian languages and their translations from one Indian language to another;
   c) translation of outstanding books from foreign languages;
   d) outstanding books of modern knowledge for popular diffusion.

3. to bring out book lists, arrange exhibitions and seminars and take all necessary steps to make people book-minded.

To achieve its objectives, the Trust undertakes activities such as publishing; assistance to authors and publishers; promotion of books and reading; promotion of Indian books abroad; and the National Centre for Children's Literature.

The NBT provides general reading material for all segments of society and for all age-groups. Moderately priced books of fiction and non-fiction on a variety of topics in English, Hindi and twelve other major Indian languages are brought out under different series as described. The languages covered are Assamese, Bangla, Gujarati, Kannada, Malayalam, Marathi, Oriya, Punjabi, Tamil, Telugu, English, Hindi, Sindi and Urdu. It is now proposed also to publish translations of selected titles in other languages.

The thrust and main strategy of the NBT for providing market outlets of its varied reading material has been a successful venture since 1957 which has not only pushed up its sales but also disseminated its books to every nook and corner of the Indian reading society as well as in Afro-Asian educational system for general reading. It has enrolled publishers, distributors, booksellers, stockiests and sales representatives and the total number of such trade partners was 96 in 1993-94 which increased to 382 as on March 31, 1994. NBT books now have become the mouthpiece of every child as well as adult readership.

Through direct and indirect promotion, the most important of which is the word-of-mouth publicity, the Book Club has become very popular and during the year 1993-94, 747 members have enrolled themselves. The total number of members now stands at 1217. During the year the Trust participated in all the major book fairs (19) all over India. In addition, the Trust also organized 124 exhibitions of NBT publications in schools, institutions and at public places. It tried to penetrate that segment of market - school-going population - where other Government agencies could not for one reason or the other.

Yet another novel scheme of the NBT is known as "Parikarma" which aims at reaching the reader at his very door-step rather than a reader coming to the bookshop. The "Parikarma" exhibitions were held in Tamil Nadu, Uttar Pradesh and Bihar during the last financial year and have proved a vital marketing weapon for sale of its books. Keeping in view the good sales, the NBT has decided that the scheme (Parikarma) will be taken as a regular programme and its operational area will also be increased in the forthcoming sessions/years. In nutshell, the market strategy at all levels, namely, publicity, sales, dissemination of information, quality and contents of books is being re-formulated.

The NBT has set high standards for the public and private sector agencies and trade partners which they can only surpass if they adopt the professional approach of the NBT.

India follows the system of mixed economy where both public and private sector complement each other. The various subsidies offered by the public sector to the private publishers has helped the Indian book publishing industry to achieve the desired level of book trade. In view of the stiff competition in the international book market, India is endeavouring to adopt latest technology in book production. It is also making all-out efforts to impart intensive vocational training in various aspects of book publishing like editing, book production, book distribution, etc. This in consequence will ensure production of books of high quality which in turn will enable India to compete successfully in the international book market.

INDONESIA

Ms. Cucu Kartini
Assistant Marketing Manager
Perum Balai Pustaka

Indonesia is an archipelago, built up of various races, various customs and traditions, and various religions. The population of Indonesia is approximate to 180 million. To support the education program in Indonesia, our government allows some publishers to publish books (including textbooks) or other printed materials. Based on data, there are 3.821 private and public publishers in Indonesia, (which are) organized by IKAPI (Indonesia Book Publishers Association). One of them is Balai Pustaka, a public company. IKAPI doesn't only organize but also has responsibilities in solving problems faced by all members.

Book Marketing System in Indonesia

The production of books in Indonesia are classified into two kinds. There are textbooks consisting of compulsory and supplementary textbooks, and general reading books consisting of children books, literary books, and science books. All publishing houses send to compete in selling and distributing books to pupils or teachers in schools. Such a competition, of course, isn't fair because a publishing house can influence with its facilities teachers to buy its books. This kind of competition is a real problem for some publishers. So, IKAPI has landed rules for book marketing. Publishers don't have permission to sell books to schools directly or to communicate with schools or teachers directly.

Textbooks Marketing System

Publisher — Distributor — Bookstore — School

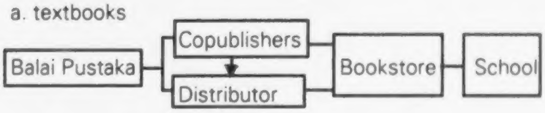
As a member of IKAPI, although it is a public company under the Department of Education and Culture, Balai Pustaka follows that marketing system.

As a public company which has a right to reprint all compulsory textbooks produced by the Department of Education and Culture, Balai Pustaka makes a joint relation with, we call them, copublishers. These copublishers are private publishers in the provinces. These companies are real partners for Balai Pustaka to distribute the compulsory textbooks throughout Indonesia.

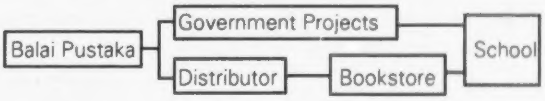
Besides, Balai Pustaka also sells books, especially children and reading books, to various governmental projects, i.e. Inpress (the fund comes from the president BOP (the Fund of Educational operations), and others.

Book marketing system of Balai Pustaka

a. textbooks



b. children/reading books



The Payment and the Discount of Price

Each publisher has a specific system in case of payment and the discount percentage of price. Every payment transaction of Balai Pustaka is on cash or credit. Orders from outside the town will be paid through the post. Consumer must have already sent on money by post. Whereas the credit payment depends on the agreement between the both side (Balai Pustaka and the creditor).

The discount of price for textbook is 15% up to 25%. It depends on the kind of buyers (government projects or bookstores) and the amount of books ordered. The distribution cost is 10% from net price, and when the purchasing reaches amount of Rp. 10,000,000 Balai Pustaka gives 3% premie from net price.

The discount of price for general reading books is higher than the textbooks, that is 30% up to 35%, depends on the kind of buyers (government projects, bookstores, or readers) and the amount of books ordered. When the purchasing reaches Rp. 1,000,000 Balai Pustaka gives 3% premie from net price.

The successful book marketing is supported by two factors. Firstly, the books have good materials including: a splendid paste up and outward illustration, a recognizable trade mark, and the content that makes a large number of readers are interested in. Secondly, the company has an effective marketing strategy including: an accurate market analyze, potential marketing personnels, a right and spread of distribution, relatively low price, and a continuous promotion.

In fact, there are some obstacles on book marketing in Indonesia. There is a gap between the width of Indonesia area with the lack of transportation facilities. Because of this factor the distribution of books isn't smooth. It happened that books arrived at the consumers three of four months after or even more.

The fluctuating price of raw materials, the high cost of production influencing the quality, the high cost of promotion, then the cost of transportation and distribution are problems faced by publishers in Indonesia, including Balai Pustaka. Besides, there is a competition between local production and the imported books. Unfortunately, imported books with all supremes can successfully dominate the market.

Another factor is the lowest reading habit in Indonesia. This is because of the culture that people like seeing and hearing more than reading and writing. In this case the government always tries in improving reading habit in many ways, including book exhibition and promotion.

Besides that, the government supports publishers by giving free tax and supply cheap paper. In reverse, it also gives a protection to our local product by deciding the duty for imported book approximately 30%.

IRAN

Mr. Fazel Ardeshir Larijani
General Director
Scientific & Cultural Publications Co.

There are over 1,472 private and 103 governmental publishers in Iran. Book publishing has been exposed to many quantitative and qualitative fluctuations or changes. These have had remarkable effects on the book marketing situation specially in the recent years when the economy has been turning towards a free market one (from multiplicity of foreign exchange rates to a single rate and towards withdrawal of government subsidies). So, any question concerning the book market can hardly be examined without considering the book publishing situation in Iran, although the distribution and marketing aspects present difficulties of their own.

(1) Description of the book publishing situation in Iran

One way of assessment of the book publishing situation in Iran is indicated by the volume of books sold by government and private publishers, which represents the extent of the book market transactions. Statistics published for the year 1990 show 4,400.00 titles printed for the first time.

Total first prints plus all reprints is given as 11,755.00 Each print or reprint was in quantities of nearly three to five thousands. The total quantity of all first print and reprints is given as 56 million. The ultimate sale value of books, based on the printed price of each book published in the year 1990, somewhat exceeded 38,000 million Iranian rials, or US$ 15,833,000 (the value pertaining to the private sector publishers being to the amount of 29,500 million Rial, or US.$12,291,000, and for the governmental and allied publishers being 8,400 million Rials, or US$3,500,000).

Yet another way of assessing the publishing situation in Iran is indicated by the number of libraries and the volume of books in them vis-a-vis the country's population. On the bases of the recent statistics, it is seen that there exist 650 public libraries with nearly five million titles in all.

Considering Iran's population, there is one book for twenty Iranians. This population- related figure is one-eighth of that evidenced by the advanced countries. It is notable, however, that the aforementioned figure does not account for the specialized libraries of the universities. One of the present difficulties of the Iranian publishers arises from the uneconomical nature of their activities in the private sector. For, given the best possible conditions in the private sector, it takes fifteen months to recover a capital investment. On the basis of prices fixed by the government (Ministry of culture and Islamic Guidance). The net profit allowed is 15 per cent of the book price.

Providing for the average annual rate of inflation and also for the direct and indirect costs, such as those of transportation, personnel, rent, editing and proof-reading, a publisher is left with only one per cent. If taxes that equal in amount to one-third of the allowed net profit are taken into account, then the result will indicate the missing economic return of the private publishing industry.

The publishers difficulties can be summarized as: (1) limited domestic book market demand, (2) non-accessibility to foreign book markets, (3) reduction in the purchasing power of book buyers, (4) increase in book printing, production and distribution costs and (5) weakness or inadequacy of the book publicity and information system.

(2) Manner and system of book distribution and marketing

Before the Revolution, the book distribution system was very simple and rudimentary, in that the publisher himself transported the books to the retail sellers. After the Revolution, a centralized system of distribution was introduced. Now there are over thirty distribution organizations, of which ten possess suitable means and capabilities. Their activities cover Tehran and four or five other major cities of Iran. Distribution to the other towns and villages in the interior is a time-consuming process, except in the case of textbooks. A major reason for the delay is the lack of information concerning the latest achievements of publishers, on the part of book retailers in the interior. There exist better possibilities for distribution of textbooks, and those which are best sellers, to the provincial towns and villages. Textbooks are delivered almost on time every (academic) year to every and even remote village.

By improving upon the existing shortcomings in the book distribution system, it will be possible to increase the sales to the extent of 15 per cent only if all the determining factors in the book market, domestic demand for books remains the most crucial one. This is highlighted in the case of textbooks. Manner of distribution involves sending of books from publishers warehouses to the retailers. Distributors representatives pay visit to the sellers once a week in the case of Tehran, once a month to the other major cities and once in a few months to places in the interior. They have books in their trucks to sellers who have ordered a consignment. They do not supply books ordered by consignees. They do not entertain any other orders by distributors themselves in this process. A distributor process books from a publisher for sale to the consignees on commission-on-consignment and irrevocable basis. He sells on the same basis to the consignee. Publishing companies in the public sector make use of the centralized distribution system for fulfilling contracts with the retailers. They also have their own outlets for direct sales, as well as means for transporting book consignments. Their parties to such contracts number two or three in Tehran and one in other places.

Difficulties in the book distributions can be enumerated as follows:

(1) Non-availability of funds necessary for meeting distribution and publicity costs, especially in the interior towns and villages, on the part of retail

booksellers, universities, organizations, and offices. A distributor is allowed 25 to 30 % discount on the printed price of a book. He gives, in turn, 15 to 20 % concession to book retailers. This leaves him with hardly 10% of the original discount. Even so, transport and distribution cost increases cause further reduction of his profit to 5 or 6 %, which is very insignificant.

(2) Non-existence of any regular and effective book publicity programme to inform the retailer in Tehran and the provinces about supplies and latest additions to titles by all or a majority of the book publishers.
(3) Non-computerization of the book distribution system
(4) Non-existence of a uniform and direct (distribution) system
(5) Increased postal rates and charges
(6) Non-professional, and non-scientific nature of publishing distribution and information dissemination systems (instead of the traditional or experimental ones existing now)
(7) Absence of academic investigations and researches concerning marketing of books, including non-provision of the necessary (institutional and other) arrangements.

Finally, after having the aforementioned overview of the book marketing and distribution situation in Iran and considering the printing and publishing activities which have yet to reach the stage of specialization, many other matters concerning publishers remain to be postulated. Meanwhile, we would earnestly welcome correspondence and proposals to provide information on questions, such as are exemplified below:

(1) What should be the magnitude of cost to be borne for publicizing books? Is there any formula to determine the relation between publicity cost income rates on an optimum basis?
(2) Is there any formula to determine the relation between market demand for, and supply in suitable quantities of books? Will it be desirable to reduce the output quantity of a title to be printed, and increase the number of titles, or vice versa?
(3) How can we determine suitable models concerning optimum state of publishing, distribution and marketing of books?

In conclusion, some experiences in Iran which have been successive in the years since the 1979 Islamic Revolution are indicated below.

(1) The enhanced readership of books on religion, sociology, politics and art. Among the religious titles those written by martyer professor Mutahhari are notable, in that their prints have been in quantities that reached up to 200,000 and even 300,000 each time.
(2) Very substantial sales of books by different publishers at the annual International Book Exhibitions, as well as substantial sales at the domestic book exhibitions held in Tehran. For example, the 1994 International Book Exhibition, Tehran, in which 520 foreign book publishers with nearly 35,000 titles participated during the ten days it remained open, the total value of foreign books sold amounted to nearly US$ 5 million.

LAOS

Mr. Bounphak Leuangvilay
Chief of Finance and Distribution Unit
Vannasin Magazine

General situation of Lao P.D.R.

Laos has a population of about 4,5 millions belonging to more than 60 ethnic groups. Economic situation is in the low level of the total population about 40 percent is illiteracy and major of them live in rural areas.

Today, there are 15 book stores in the country, majority are small and can be found only in some provinces. Main stores are in state sector, among them the biggest are situates in Vientiane municipality. They are:

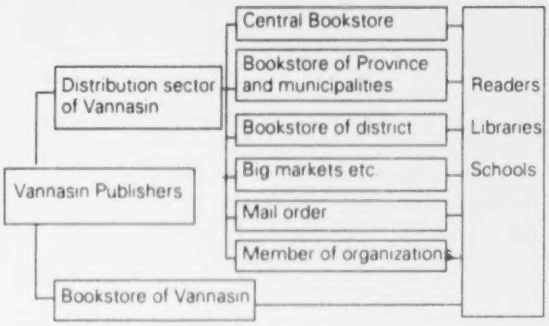
a) The central bookstore of the Ministry of Information and Culture which plays the role of main distributor of internal and external books. Since 1994 the store has got authorization from government to monopolize import and the sale of foreign newspapers and magazines.

b) The Ministry of Education's Bookstore. It is responsible in selling textbooks of all levels throughout the country through its own networks.

c) Vannasin Magazine's bookstore where I work. It is a place to sell mainly its own publications and some of other publishers. It does both the wholesale and retail of its own productions. There are two main ways of selling here:
- Sale by contacting groups of people at the office, organization and library
- Sale through mail order

d) Two private bookstores, which sell any kind of publication of Laos and also validly imported books from Thailand.

Book Distribution Routes of Vannasin Magazine



Convenience:

In each year Vannasin Magazine receives an approval budget from government to publish its monthly magazine and we have our own printing machine which can print in the good quality.

We get financial support from individual and non-government organizations to publish books and magazine, specially to publish Lao folk tales, and books for children. After publishing we divided it into two parts: 50% is for free distribution and another 50% is for sale at cheap price.

Vannasin is cooperated by local people for advertising and distributing.

There is competition among printing houses or publishers for improving the quality of books and selling them in the low price.

Difficulty:

Due to the too cruel and long war, Lao P.D.R. is one among the poorest developing countries, for shortage of budget for publishing is a big problem. People are hungry of reading but low income and high price of books, and the lack of transportation facilities are big obstacle for them to buy books.

There are some kinds of books that can not sell over in the short period, for instance literary and technical books. After publishing, publishers have to distribute and sell the products by themselves. One of the shortcoming is that they did not research market before publishing - fortunately for sometimes they can sell in a large number to organization, otherwise it will take long time to sell them out. And this case makes publishers be in the shortage of finance to publish new books.

Printing Technics: There are more than 20 printing houses of small and middle size, among them some are technically enough good equipped and can print beautiful books.

Transportation: Transportation still is a big problem in Laos, especially in the remote areas. It takes time to move from village to village, and some regions are lacked of transport facility.

Problem of book selling and distributing

1. Book production: All printing equipment and materials are imported from abroad and they are costly by the tax. Hence, it causes the books to be expensive. Shortage of budget is always big problem of ours.
2. Communication: The bad condition of roads link between province are a obstacle for distribution
3. Promotion: Even we receive budget from government, and financial support from individual and non-government organizations, but they're not enough for promoting production and sales activities continuingly.

Expected way out

1. The productive section: Research data of publication by meeting the need of readers, find out what kind of book and quality they like.
2. Marketing Section:
   - Put the advertisement on TV, radio and newspapers regularly.
   - Control the price of books in any branch
   - Increase the numeral of selling as well as do the reading promotion activities.
3. Reading promotion by responsible body: Ask for approval budget from government, individual and non-government organizations to establish children's cultural centre, mobile library and reading room for children.
4. Policy of responsible body: Low price for large masses' consumption.

MALAYSIA

Mr. Mohamad Bin Haji Mohd. Zain
Principal Assistant Director
Textbook Division, Ministry of Education

1. Problems in book marketing

Although literacy rate in Malaysia is very high - over ninety percents of the total population - and in fact is among the highest in Asia - reading is unexpectedly still not the general habit amongst Malaysians, including school children. This lack of reading habit among Malaysians is indeed a main problem in book marketing as it means the aggregate demand for books and other reading materials in Malaysia is small. Even among the reading general public materials read are usually confined to newspapers and other light and less educational reading materials.

High prices of books in the market, the determination of which is at the whims and fancies of the books publishers, have made the effort to enhance reading habit among the Malaysians a futile one. This is more especially so because a large percentage of the population cannot afford to purchase them.

Associated with the above two problems is the small and weak marketing infrastructure in promoting books to a greater proportion of the population. Numerous marketing outlets for books are available in big cities and major towns only. In the sub-urban, rural and remote areas where a large proportion of Malaysian population live market outlets are either very small or none at all.

The next problem is geographical. The physical features of the country do not allow easy and cheap marketing of books. This is further aggravated by the facts that proper communication and transportation facilities are still lacking in the remote and rural areas. Even worse the population of the country is sparse.

2. Necessity for better book marketing

Malaysia is fast moving towards becoming an industrialized or developed nation. By the year 2020, it should have achieved such status. Towards such vision, Malaysians should inculcate reading habit in order to be well-read and knowledgeable. Therefore there must be better book marketing in the future. This can be achieved through various ways as follows:

- Favourable policies should be formulated and enforced by the government to step-up book productions by giving better incentives to book publishers, writers and translators. Subsidies should also be incorporated in the prices of books so that books are cheaper and within the means of average citizens to buy.
- The publishers must improve their marketing strategies by carrying out nationwide reading campaigns including holding frequent book exhibitions, promotions and selling of books at much lower prices. The government should support such campaigns through its agencies such as the Ministry of Education and the media. This effort should be continuous until Malaysians have cultivated the reading habit. The publishers must also increase their marketing outlets especially in the remote areas.

In the context of the Textbooks Loan Scheme (TBLS) we in the Textbooks Division have helped boost the market for the textbooks in the country by ensuring that approved books would be used in schools and every student whose parents are either poor or of low income group gets his set of textbooks. Ninety percents of the school children benefit each year from the scheme. At the higher level, the Ministry of Education has been considerably successful in cultivating reading habit among school children through prolonged campaigns and abundant supply of books and other reading materials. This explains why books, especially story books and other reading materials that are suitable for school children have better market in Malaysia than books that are meant for the adults.

Under the TBLS ninety percent of students are given textbooks on loan. The remaining ten percent who do not qualify have difficulty in buying the textbooks in the open market. This is especially true for students living in the rural and very remote areas. This is because publishers do not find it profitable to market their books to these areas as transportation cost is very high and sales are also small since the prospective buyers are sparsely distributed.

It is observed that most students abandon their reading habit once they leave schools or higher learning institutions. Even if they do, they read only newspapers and less educational reading materials. Only a small percentage of them do serious reading or read books. As a result, book industry in Malaysia has always been small. What thrives is only entertainment and less educational reading materials.

MALDIVES

Mr. Abdullah Shafeeu
Manager
Ummedhee Press Printer and Publisher

A small population of about 200,000 people are living in nearly 210 small coral/sandy islands of Maldives. The other islands are uninhibited which counts about 1900 of them. Our language is called as "Dhivehi", and the script or letter used to write Dhivehi is called "Thaaaa". Our economy is depending on fishing and tourism industry due to the less natural resources in the country.

Today, there is a school even for the smallest populations of islands as a result of this, our literacy rate goes up to 94% of population, throughout the years. But this is very recently it reached to this figures, and still the publishing industry is not very successful because of the poor reading habits and the economic situation of the country. And also because of isolation of people in the rural areas of the country publishing industry finds it more difficult to establish reading habits among the people.

Most of the developmental activities are carried out in the capital city, Male. So that, about all publishers and any large industry is in Male, although it is very overcrowded with about 30% people of the whole population. Because of this uncertain situation of Male, royalties of living or work place has gone very higher, hence, the publishing industry has to spend a lot on work space and ware houses.

At present, roughly, there are about 10-20 publishers in the industry and all of them working in the capital city. Most of our publishers deal with translation of English, Arabic, and Urdu books. But with the appearance of good scholars, some titles are rarely seen to be written by our authors. Among all the published books, a remarkable number of them are translated Urdu or Arabic love stories. And those very few of English reference books.

As our medium of education is based on Dhivehi and English language, we import many English books from USA, Canada, UK, Australia, Singapore, and India, or from some other different countries. All of the textbooks used in Maldivian schools are edited and published by Ministry of Education. A small number of textbooks, those used by the primary schools in rural areas are only written in Dhivehi. The rest of all are written in English. Most of the Higher class books are published and imported from foreign countries. Some of the pre - school and nursery school teaching materials are published by the public under authority of Ministry of Education. Very recently, about 6 years before established on institution to teach Arabic subjects and also Islamic high school philosophers. Until late in 1960 - 1975, Maldivian government had a system that a variety of text books are prohibited to students for free of charge. But now, this situation is very limited, only for the students of very poor living standards.

Tourism being the largest industry of the country, almost every publication published by the private sector seems to be targeted on this specific point of view, natural beauties of the country, amazing under water gardens, beautiful creatures or on those topics concerned with tourism and Maldivian culture. With the European influence, a number of foreign titles specifically those from USA are very popular in the Maldivian book market.

Due to less natural resources, we import almost everything from foreigners. This is one thing very hard to overcome and make success. The other problem is lack of trained personnel, specifically to such an industry. Also isolation of people in small islands is not an easy matter of fact.

MONGOLIA

Mr. Tate Etekbai
The Head of the Publishing and Printing
Department, Ministry of Culture

Our country has a wide-spread territory with low density population. Also our transportation is not well developed. Because of these conditions, it is difficult to distribute books which are published in the capital to the people in distant places. As the price of books increase when transportation costs are added .people do not want to buy the books, and then private publishers are not interested in supplying books in distant places.

The quality of books is not good because publishing techniques and technology is much behind. As our country is not able to product printing-press, equipment, paper and other publishing materials, it is difficult to get necessary papers and materials to publish well-designed books. On the other hand our finance to get them from foreign market is limited.

In order to market books effectively, publishers should study on readers, proper topics, number of copies printed and so on. However, market research is not performed properly. Because of improper studies many books are stocked behind the counter for many years without being sold.

The state and government should financially support to publish books which are not profitable but for public needs. Also in some aimags and sums most of the bookstore units have been demolished because they couldn't continue their function any longer because of financial problems. In this situation the state should encourage book marketing by providing grants and discount credits with small scale publishing and book selling units for faster book circulation.

Suggestions to improve book marketing

1. The state should support book marketing by way of:
    1) Providing financial support in preparation and publishing.
    2) Supplying with a favorable possibilities the book marketing works in a wide scale.
2. The book marketing should be conducted by a flexible and operative organization. According to the current transition to market economy, a structural transformation in book selling management has been experienced. There was an office for the

management of state book trade which direct all specialized stores in aimags and towns, and supply certain books to aimags and sums directly. After 1992, it was divided into separate companies. They have stopped delivering books to aimags and sums, and book sellers in aimags have come to cities to purchase books only when they have requirements. Because of this change made in the managing structure, the book marketing has increased.

3. Besides improving the quality of the products, efforts should be made so that their title, preface, illustrations and content would be attractive and appealing to readers.
4. Books should be prepared in an appropriate time and quantity to suit readers' demands.
5. As 60% of our population is aged under 35, we should constantly publish for them.
6. With regard to our country, it has a huge territory, its population density is low and these conditions affect to the book marketing. There are also problems of transport expenses, greatly affecting the cost of distribution of books and newspapers to the customers. Therefore libraries should be established in the places, where gathered a lot of people, with a high density of population and supply them with essential books.

MYANMAR

Ms. Mya Mya
Deputy General Manager
Printing and Publishing Enterprise

Status-quo

In Myanmar, book marketing is undertaken by both the government and private sector. Several government departments and about 150 active publishers are participating in this industry. Between 1600-1700 titles of books are published annually in the country.

The government departments which are engaged in the marketing of books are:

a) Ministry of Information
  - Printing and Publishing Enterprise (PPE)
  - News and Periodicals Enterprise (NPE)
b) Ministry of Education
  - University Press
  - Myanmar Language Department
c) Ministry of Defence
  - Myawaddy Press
d) Ministry of Religious Affairs
  - Religious Affairs Department Press
e) Ministry of Trade
  - Stationery, Printing and Photographic Stores Trading (SPPS)

SPPS has a Joint Venture with Book Promotion Company Ltd. of Bangkok known as "INNWA" Book Centre.

In the private sector there exist quite a large number of publishers with wholesale and retail facilities. They cater to the needs of the students and the general public. Myanmar publishers cover almost every literary subjects in this field. Though fiction works dominated in the overall picture, non-fiction works also have strong appeal among the adult readership.

In Myanmar publishing scene, except for a few departmental, religion and children's comic publishers, the majority is dealing in general books. Educational textbooks are in the exclusive domain of the public sector with a few exception of topics such as languages, tutorial notes, study aids and some academic texts. Educational books distribution and marketing has its own network through educational institutions. The state is responsible for prescription and production of school texts.

Marketing and distribution

1) General books

a) The best example of a large volume publisher with public sector can be seen with the Printing and Publishing Enterprise (Sarpay Beikman), under the Ministry of Information. Its present activities involve with the following books and periodicals:

	No. of Copies
- Weekly	
Shwe Thway Journal	165,000
- Monthly	
People's Handbook Series (2 to 3 titles)	20,000
- Quarterly	
General Knowledge Magazine	18,000
- Yearly	
Encyclopedia Year Book	10,000
- Co-Publication	
ACCU, AITEP	

The PPE also is responsible for printing and distribution of books published by government departments and the public sector. It has a retail outlet at the head office-Sarpay Beikman Book shop.

The PPE has also established the Sarpay Beikman Book Club which has nearly 17,0 members. The Book Club publication along with others People's Handbook Series books are mailed or distributed through agents, to the individual members, every month.

Book mobile sale teams are occasionally sent to special conferences, gatherings and camps.

The PPE has appointed 135 sales agents in Yangon and 236 in the districts and books are sold wholesale to these agents.

b) The News and Periodicals Enterprise publishers monthly Guardian Magazine (9,000 copies) and State Publications for general public. The distribution of these publications is done through their own book shop and newspaper agents throughout the country.

c) The Myawaddy Press publishes monthlies: Myawaddy, Ngwe Taryi, Aurora and educational books for the public and the armed forces. The marketing/distribution is made through Myawaddy Book shop and agents throughout the country.

d) The Myanmar Language Department publishes Myanmar-English Dictionary, Myanmar Language Dictionary, Myanmar Spelling. These books are distributed through existing channels.

e) The Religious Affairs Department publishes religious books, which are sold at Religious Affairs Book Shop, Sarpay Beikman Book Shop, Myawaddy Book Shop, NPE Book Shop, SPPS Book Shops and by private bookstalls throughout the country.

f) The stationery, printing and photographic stores has established a network of book shops in major townships throughout the country.

2. Textbooks and exercise books

a) The Printing and Publishing Enterprise is responsible for printing school textbooks and exercise books for the country's basic education sector. The number of schools and student population in the country are as follows:

	No. of school	**No. of students**
Primary school level (from Kindergarten to 4th std.)	35,832	6.2 million
Middle school level (from 5th std. to 8th stud.)	2055	1.4 million
High school level (from 9th and 10th std.)	856	0.4 million
Total	38743	8.0 million

b) The Basic Education Curriculum and Textbook committee of the Education Ministry prepares the respective manuscripts for printing. The Ministry of Education and the Basic Education Department provides the statistics of the student population for the academic year to enable SPPS to decide the quantity and titles of books to be printed. The PPE produces the textbooks and exercise books and the SPPS takes charge of transportation, storage and distribution of the books throughout the country.

c) The University Press of the Higher Education Department is in charge of printing and production of textbooks for all universities and colleges. They are sold at book shops opened at all the universities and colleges. The textbooks and handout notes for the University for Distant Education (Correspondence University) are also printed by the University Press and are mailed by the University for Distant Education to the individual students throughout the country.

Problems of book marketing and practical approaches to improve book marketing

(1) Limited import of reading materials

a) Myanmar has a population of about 50 million, out of which 75% of the population is literate. Myanmar and English are compulsory subjects taught in all classes at schools and universities. A large segment of the population is well versed in English. So, there is a big potential for good books in Myanmar and English for educational and recreational purposes.

b) Book shops should be well furnished with a wide range of local and international publications.

c) The supply of international publications in all fields is still limited. More investment is needed to import books. There is ample room for joint publishing venture in the country.

(2) Need for improvement in book production Technology

a) Books need to be well produced and must be attractive for marketing appeal. Book making processes and printing technology need to be modernized to the standard of international publications.

b) Instalment of modern printing machinery and equipment is in obvious need.

(3) Sales centres still few

Government departments and private sector should open sale centres and book shops in major towns and cities to be more accessible to the reading public.

(4) Better storage and handling needed

Government departments and private sector should use up to date methods of books storage and handling.

(5) Better Sales Promotion Needed

a) Advertisement in newspapers, magazines, radio, television, posters needs to be promoted.
b) Book fairs, literary competitions, mobile book shops will surely promote sales.
c) There should also be attractive discounts, commissions and bargaining arrangements to foster bookseller.

(6) Others

a) The need for organization, modernization and promotion of local book industry, along with exchange of experiences in this field will enhance the development of this knowledge industry.
b) Publishing extension activities such as readership surveys, contents analysis, market research and talent scouting whenever possible will help us in fulfilling our publishing objectives.
c) Professional associations such as Publishers Association and Book Sellers Association should co-operate between themselves.
d) Regional and International Training courses, seminars and symposium together with books exhibition can be counted on, in this matter.

Successful case & unsuccessful case in marketing

Successful cases:

A case of successful book marketing is the sale of Shwe-thway weekly journal. Sales figures for three consecutive years are given below:

	quantity (in mill)	value (kyats in mill)
1991	7.85	9.26
1992	7.96	13.56
1993	7.99	15.18

The reasons for success are:

(a) It is a four colour affair and in comic form which is very attractive to the intended readership-children.
(b) The price of Kyats Two is affordable by average readers.
(c) The journal is available at every corner store and kiosks in most of the town.
(d) Weekly delivery is prompt and punctual.
(e) Young readers are allowed to participate in the journal by contributing poems, short stories and comic strips.
(f) Contents of the journal are editorially maintained in the interest of the children.
(g) Dealers and agents can enjoy enough commission for their sale efforts.
(h) Printing facilities and a weekly print-run of nearly two hundred thousand copies justify its fruitful existence.

Similar case of successful marketing is the sale of Thutapadetha, General Knowledge magazine. Sales figures for three consecutive years are given below:

	quantity (in mill)	value (kyats in mill)
1991	0.08	0.63
1992	0.09	1.00
1993	0.10	1.60

The reasons for success are:

(a) The contents carry articles translated from international magazines, so that it has a magazine digest appeal for readers.
(b) Topics covered both arts and sciences in every single issue.
(c) The price is rather competitive in magazine field due to our pricing policy.

Although marketing of the said two publications are successful up to the present moment, it is important to maintain this tempo in the face of new competitions from the private sector. As Myanmar is in the process of establishing a market oriented economy, the private sector is publishing and marketing general knowledge magazines. So, in order to compete with these publications the PPE needs to improve its expertise in book production and marketing.

Unsuccessful cases:

An unsuccessful case of book marketing is the sale of Reference Book by Sarpay Beikman, under the credit system. Sarpay Beikman appointed a number of persons as commission agents who served as collecting salesmen. A commission of 20% on the value of sale were paid to them. They also acted as door to door salesmen to secure orders and subscriptions.

This system was found to be unsuccessful because in most cases payments could not be collected for the following reasons:

(a) The recovery period of monthly installment was twenty months which was too long a period.
(b) Often subscribers have moved away or they are not at home when the agents call to collect payments.
(c) Collection by postal V.P.P. (Value Payable Parcel) system in most case is not satisfactory.
(d) The main cause of failure in this case was the use of credit sales system without any sufficient guarantee

from buyer or commission agent.

Another case in point is the sales of People's Handbook Series, PPE's Book Club is a sort of social investment to promote readership. But there is declining tendency in membership in this non-profit measure, recently. As the books were distributed through agents and also by postal services to the individual member, members did not receive the books regularly. The objectives of the Book Club are not yet fully realized due to failure of the distribution channel.

The People's Handbook Series was also distributed through Sale Or Return (S.O.R.) or consignment basis through private book shops and departmental stores. In some cases there are slackening buyer responses. The reasons for that is partly due to keen competition from the private publishers. Though private sector can quickly respond to current market demands, we at PPE, as educational and state publisher cannot easily switch over to market fluctuations.

NEPAL

Mr. Tej Bahadur Pant
Chairman
Sajha Prakashan Ltd.

Nepali language is the national language and communicative language of Nepal practiced by more than 90 percent of the population. Therefore out of total book distribution, Nepalese publication sector is engaged on publishing books in Nepalese language only.

Printing & Publishing Condition

1) Public Sector

Curriculum Development Center (CDC) which is controlled by the government has been established with a view to producing standard, quality textbooks from class one to higher secondary. Janak Educational Materials Center has been established for publishing those textbooks prepared by the CDC. And the books thus produced are distributed by Sajha Prakashan. Sajha Prakashan has been assigned the sole responsibility of distributing these books in all parts of the kingdom. Apart from the publication of the textbooks, mainly for higher education, Sajha Prakashan has so far published and distributed books under more than 900 titles on science, general knowledge, children's literature, literary works and other titles.

Royal Nepal Academy is a fully government owned institution which has so far published more than 300 books including languages, literature, arts and culture apart from some translation works. Likewise, Department of Information, Kanoon Kitab Byavastha Samiti (Law Book Management Committee), some of the Research organizations established in governmental and non-governmental sector have been publishing books and journals.

2) Private Sector

Though due to the government policy, the publishing of textbooks for the school levels are solely authorized to Janak Educational Materials Center, many of the privately owned publications have been produced in the different disciplines. At present, Ratna Pustak Bhandar is the biggest private Publisher and distributor of Nepal. Other Private publishers are Himalayan Book Center, Educational Enterprises, Ekta Prakashan, MK Brother, KC Pustak Bhandar, Kathmandu Book Center and other various Publishers are involved in publishing books and related materials, magazines and journals.

After the recognition of Nepali language by the constitution of India in 1992, dozens of Nepali publications have been founded in different parts of Assam, Darjeeling, Sikkim and Varanasi of India, too.

Condition of Book Marketing

The distribution and marketing of books in Nepal is in a very least developed stage. The condition of those engaged in this business is not good. Even the government has not given due consideration to increase the book marketing. One of the causes of this is lack of proper transportation facilities. Most of the villages of Nepal lie in the most remote hilly/mountainous areas and there are no any facility of road, electricity and other means of communication. The facilities of transportation and communication are the major yardstick to increase the business activities. The next cause is the lack of literate communities. Statistically it is indicated that the literacy rate is about 40 per cent in Nepal. Therefore, the distribution and marketing of books is not increasing. Third one is the recent restoration of democracy. The country was ruled by autocratic system till 1990 so that the then government had no any interest regarding books and its related affairs. After the restoration of democracy in 1990, some new activities have been developed.

Next crucial factor is the poverty in Nepal. It would be a baseless matter to hope that the book marketing will be flourished in the country where 40 per cent of the population is under the poverty line. We can be optimistic that the present democratic environment would assist in poverty alleviation by increasing the number of literate people.

The basic business of the booksellers comprises textbook selling. Government controlled textbooks from grade 1-10 are only the books sold in the market which are purchased by the students due to compulsion and mandatory. About 90 per cent of the publishers and booksellers are engaged in selling textbooks. Out of remaining 10 per cent, 5 per cent is covered by the materials related to adults, women and children. Only 5 per cent of the total published books are read by the general public. However, there is no any basis to justify it.

The reading promotion is yet to develop in Nepal. In publishing general books on science, general knowledge, philosophy, etc., the promotion of reading is necessary.

The internal book distribution and marketing is not being flourished in Nepal. Therefore, where the book market is in a weak condition inside the country, there is difficulty for international exchange of books. The Nepalese booksellers cannot compete with the international booksellers. At present, a number of English, Hindi and sanskrit books are available in the market but there is no any support to bring the books published from Nepal in the international market. Hence, the book marketing has become one sided.

Problems in book marketing

1. lack of educational development and awareness.
2. lack of concrete book development and promotion policy and copyright that have negative impact on the development of book distribution.
3. lack of quality paper production is a problem in publishing standard books.
4. lack of libraries and their publicity.
5. lack of co-publication and the exchange of international translation programme.
6. lack of planning on book marketing.

Suggestions and recommendations

The following suggestions and recommendations are being considered to improve book distribution and marketing in Nepal:

1. For the improvement of services to the readers and motivate them in reading books, a multi-distribution channel is needed to adopt in the government policy so as to improve the quality of books published and distributed. However, in a developing country like Nepal such kind of distribution channel may not be effective to establish at present due to the lack of proper infrastructure development and the lack of readers' awareness on quality books. Hence, for some years, in developing countries, people's organization like Sajha Prakashan should be provided the authority to distribute textbooks so as to remove exploitation and delay delivery.

2. To encourage enterpreneurs to operate bookstores especially in the rural areas.

3. Publishers should employ enough route salesmen to promote their publications and explain to potential booksellers the additional income they can generate by selling books.

4. The concerned bodies and mainly the government have to formulate a well defined policies for the smooth delivery and marketing of books.

5. For the promotion of reading habits and increasing the literacy rate, reading at school and at home is a crucial factor to be considered. For this, parents should take first step in motivating the child to read. Also the role of teachers are vital inside the classroom.

6. Literacy programmes such as adult and women education and library facilities are other important devices for the improvement of reading habits and increasing literacy rate.

7. Mass media must be utilized in the promotion of reading habits of the communities.

8. It is needed to organize book fairs time to time to encourage and facilitate the readers to get the quality books as they need.

9. Transportation facilities is the most vital area by which the books published in one part of the country can be brought easily to other parts of the country so that the communities can have the books conveniently.

10. To bring the books to the rural areas, the government has to provide published materials with a subsidized cost by reducing postal rate for remote areas.

PAKISTAN

Mr. Syed Naim Akhtar
Assistant Director
National Book Foundation

In Pakistan book trade is not a flourishing business/ profession on account of various factors prevailing in the third world countries. These inter alia, include;
(a) low literacy rate, (b) low buying power of people, (c) low reading habits, (d) high prices of books, (e) high cost

of transportation.

No reliable figures indicating the number of publishers are available on account of non-existence of legislations for registration of publishers involved in the book trade. Private sector is operating with many constraints, i.e. inadequate finances, high cost of paper, paper ink and labour. Apart from the above the poor return on the investments.

In public sector a number of organizations are engaged in publishing of books but the National Book Foundation is the largest publishing house established in 1972 through an Act of the Parliament. The main object of the Foundation is to provide low priced scientific and technical books for students community and to encourage local writers to produce good books. The Foundation has its head office in Islmabad, regional offices at all provincial headquarters and university towns and bookshops in major cities of the country.

Publishing of textbooks

There are four provincial textbook boards in the country which are responsible for catering the needs of school/college books to the students up to the higher secondary level. The publishing of books by these boards is done through private sector as none except one has is own publications is also done through a well established net work of wholesellers, dealers, stockiests and agents in their areas of jurisdiction.

Publishing of books on religions

Some publishers are engaged in publishing religious books which are in great demand throughout the country. The printing quality of such books is very poor on account of their low prices. The National Book Foundation has also assumed responsibility of producing standard works on religion.

Publishing of books in regional languages

In Pakistan four provinces namely Punjab, Baluchistan, Sind and North West Frontier Provinces (NWFP) have their own regional languages. Books published in these languages are also popular but have a limited market and the same are distributed through local booksellers.

Establishment of Braille Press

In order to provide the reading material to the blind people the National Book Foundation has established a Braille Press. The Foundation has produced many titles including the religious books and the Holy Quran for the blinds. The Foundation makes available such publications free of cost to the blind community.

Publishing of general books

In order to provide better literature and also to encourage local authorship, the National Book Foundation has published a sizable number of general books covering almost all the subject areas like politics, journalism, law and history etc. Besides, books on special events such as Quaid-e-Asam Centenary and on other important occasions have been published by the Foundation from time to time.

Publishing of Juvenile Literature

The National Book Foundation has published a large number of books in English, national and regional languages for children to promote reading habits among teen-agers.

Marketing of books

In most of the countries the production, distribution and marketing of books are three different activities and are dealt with independently. In Pakistan the position is peculiarly different and most of the cases a publisher itself is the printer, distributor and bookseller. Almost 98% publishers in Pakistan are operating under single handed system except few like the National Book Foundation. The marketing and distribution has taken the shape of sole discretion of the publisher to decide all aspects in terms of money in the form of commission or discount. On the contrary the NBF, in view of its aims and objects assigned to it under the law, is following a liberal marketing policy.

The followings are some suggestions/proposals which require consideration for better marketing:

1) There are not enough bookshops and the buying capacity of the customer is very limited. If trained and educated people come into the trade they can improve the distribution channels.

2) There is no proper warehousing or accounting. The cost of distribution, including postal charges, etc., are very high and the markup is very low. Proper trained staff is not easily available, The problem is more acute in the case of locally published books, As a result, good products with high sales potential remain unsold and are eventually sold by weight.

3) The wholeseller is the major link in the distribution chain. The concept of wholeselling has not yet fully developed in the country. At present a bookseller/ agent is an exclusive stockiest. Most of the wholesellers either sell directly to bookseller all over

the country or have branches of their own for distribution and as such no sub-distribution system is available. If a centralized distribution system is established, based somewhere in the centre of the country, such as the ones in Denmark, Holland and Germany, then it can help the bookseller in rural areas who can either place their orders by post or come down for selection.

4) In Pakistan, there are no such thing as distribution channels because the main areas of distribution are at Karachi and Lahore. Our outlets do not specialize in subject as is done all over the world. Our dealers deal with all subjects, wasting a lot of the customer's time,

5) We must activate post office, private transport companies and banks to work effectively in order to achieve rapid distribution of books countrywide.

6) Sales on installment basis to individual customers have greatly boosted sale in many countries of the world. This concept has not yet developed in Pakistan except in the sales of high ticketed books like Encyclopedias and other reference works where it had produced encouraging results.

Sales Campaign for Book Promotion

We have a very small market for books and low sales and do not provide enough means or incentives for conducting a well thought campaign. One of our most effective ways of promoting a book is through book launching ceremonies. We can afford to do this because small number of books are printed here. However, the other normal methods, in the country are as follows:

1) Issue of general list, classified circulars of new arrivals and mailing of dust covers and jackets to libraries, academic institutions, schools, colleges, universities, retail & wholesale booksellers and direct to readers.
2) Personal visits of sales representatives to prospective clients.
3) Press advertisement: this is not an extensive method due to high media rates.
4) Participation in book fairs and holding book exhibitions,

However, there are some notable exceptions who do all this and more fore book promotion in the public sector namely,

a) NBF Book Club
b) Readers Book Club (Managed by the National Book Council of Pakistan now the organization stands merged with the NBF)
c) Services Book Club (managed by Army Education Press) specifically established to provide books to defence/civil officers

These clubs provide books to their members on special discount upto the maximum of 50%. The response to these clubs is not very encouraging because of high published prices. Most of the members are from the middle class and they can not afford to pay even discounted prices.

There are two modes of book promotion, educational coverage and trade coverage which can be of good use for better marketing. The selective steps of these coverage are as follows:

Educational coverage

1) Direct calls on experts/professors and authors of textbook adoptions. This is the main activity and takes up 50% of the time.

2) Provision of complementary copies for examination along with instructor manuals, solution manuals and other supplementary teaching aids.

3) Campus Departmental Book Exhibits: All new titles which relate to textbooks and reference books that are used in certain universities as basic textbooks are periodically exhibited in campus departments for purpose of adoption. It is not possible to send copies of all fresh arrivals to all the professors/experts in the country. These exhibitions are arranged so that faculty members can review the merit of the new titles.

4) Direct mail promotion: Select a package of 10 or 20 best titles which is a mix of new titles and back list in different field for professional like architects, chemical engineers, computer engineers etc., for promoting the sales of new titles and backlist by offering incentives like giving away a free book against a minimum order.

5) Follow-up system: Till such time a new title is adopted, there is a following system. The person responsible for sales will write personal letters to the experts/professors at every stage of adoption. This would result in very cordial relationship between publisher and academicians.

Trade coverage:

1) Provide textbook adoption information to the booksellers who are covering a particular institution. This would enable the bookseller to keep enough stock of those adopted titles at the beginning of the

academic session.

2) Providing information to booksellers about availability of funds at particular institution to generate library sales which constitute 40% of total textbook sales.

PAPUA NEW GUINEA

Mr. Joseph P. Abaka
Sales Manager
Gordon and Gotch Pty Ltd.

The main problem in book marketing and distribution being easy access to schools in the remote areas. The population is scattered due to the vast land area. The total land area covers the mainland, three large islands and some 600 small islands.

It is very difficult to visit the schools scattered around the small islands, especially the community school (primary schools grade 1-6). The only means of transportation is by speed boats that take 4-5 hours in open sea. Third level airline companies provide air services to some remote islands where there are airstrips. But, the services are not regular and the fares and freight charges are very high preventing effective and efficient book marketing and distribution around the small islands.

On the three large islands (namely New Britain, New Ireland and Bougainville) the problem is roads. Most of the schools in the remote areas are not accessible by roads. Air services are again very expensive. Effective distribution of goods and services and marketing is hindered by the road systems.

On the mainland, similar problems are experienced due to its mountainous topography. There are no road systems into the remote areas where most of the population is. There are very high mountain ranges and most of them are over 4,000 meters above sea level, the highest being the Mt. Wilhelm which is 4509 meters above sea level. The central mountain chain which spreads throughout the whole mainland is an added problem to book marketing and distribution. The high mountain ridges, steep valleys, large swampy areas and fast flowing rivers make it difficult for the road systems to reach schools in the remote areas. Thus preventing effective and efficient book marketing and distribution.

Another major problem is that the country has some 700 different languages which contribute to the problem of communication that makes it hard to understand the needs and requirements of the customers. All community schools are managed by Boards of Management. In the remote areas, the members of the schools Boards of Managements are illiterate. Instead of spending the school fees and government subsidies on curriculum core books, they spend the school funds elsewhere resulting in mis-management. When new products become available we find it difficult to sell because the Board members do not understand. A very clear example is that: The National Education Department has phased out the "Pacific Series" and introduced the "Melanesian Series", but the schools in the remote areas are still using the old Pacific Series. The same goes for new teachers resource books and pupils learning aids.

Apart from the above problems, marketing and distribution is made much more difficult due to lack of telecommunication facilities. Non availability of telephones in both high schools and community schools in the remote areas is a hindrance to effective and efficient book marketing and distribution. Telephone messages or mail which is left in the respective pigeon holes at the Provincial Education Offices either reaches the school very late or is not received at all due to no direct mailing addresses.

Finally there is the problem of non availability of finance. The process of marketing and distribution is delayed because the schools either have no funds or not enough funds to spend on books. This is due to either the Education Authority not handing out the subsidy money or that the schools have mis-managed their monies. The latter is now becoming a common problem.

As a result of all these contributing factors, book marketing and distribution in Papua New Guinea is difficult to carry out as effectively and efficiently as one would want to.

However, the following are some factors to improve on our book marketing and distribution in Papua New Guinea. We must bring samples (books) direct to the customer by way of book display. Book displays are already a common sight in schools and is proving to be very popular. For the remote areas we should provide a suitable alternative for access by customers by way of a retail bookshop at a central location or appointment of an agent in the respective districts. We must continuously organize promotion of our products through aggressive advertisements in periodicals, magazines, trade fairs, newsletters, brochures and seminars. We must make certain that these advertisements actually get out to the schools in the remote areas. Understanding the contents of the book and points of interest or at least the brief background of the contents is a must to assist in the promotion of the product.

We must go out to the remote areas to gather information to understand the requirements and the needs of the customer, and to understand the market trend. What is the competition like (if there is any) and what type of books are required. When we have known the customers area of interest, we should also know of the customers financial resources. This information will help us determine whether we have a potential market or not. We will also know the purchasing power so we can be able to determine correct pricing and even offer alternatives in prices. Sometimes the interest or the requirements of a product may be high, but the financial resources are scarce: Therefore we must provide a suitable packaging for ease of handling and affordability.

Whist organizing the market research, we must create awareness and promote points of interest in the products by way of providing samples with newsletter and highlight the important and interesting features of the product. We must provide suitable and attractive book covers to attract the customers interests. And if there is a new book to be published, we must co-ordinate works related to the finished product. We must continue to negotiate with the author and the publisher until all parties are satisfied with the finished product and the price.

We must organize alternative ways of reaching the customers in the remote areas by way of personal visits. If carrying samples is very expensive to the remote areas, at least the personal visit should establish contacts for our marketing and distribution. The personal visits at a regular basis always develops very good public relation. When the public relations are established well, marketing and distribution can be eased. We must also organize efficient distribution and despatch of books to all customers even to those in the remote areas. Successful book marketing and distribution finally ensures prompt delivery and an efficient service provided to the customer.

Finally we must be able to understand the demand potential of the product to avoid the non-availability of stock so that our marketing and distribution will continue to be successful.

Successful & Unsuccessful cases in Marketing

Unsuccessful case

Case A: I negotiated with a certain customer and gathered all the information I needed before submitting my quotation. After I have quoted, the customer asked me to quote again with new information. Upon follow-up of my two quotations, I found out that I had lost the sale to my competitor whose quote was higher than mine.

Case B: In another case, I had picked up a very good sales (treble my target) from a book display. I negotiated terms of payment with the Headmaster for government grants-in-aid. Unfortunately the school had nil balance in the government grants-in-aid. I have written to the school for alternative arrangements so I could supply. However, I have lost this sale due to the fact that the school is in a remote area without a telephone, and there has been no response to my letter.

The above two unsuccessful cases were due to:

Case A: The business was given to my competitor on favoritism basis. My prices were more competitive than the competitors but, I was unfortunate and lost the sale. This case clearly shows how funds are easily mismanaged.

Case B: This case shows simple lack of funds due to mismanagement of financial resources. When the government grants-in-aid were exhausted, the school was responsible for payments.

Successful Cases

Case A: I negotiated with a co-operate client to supply library kits. My negotiations were successful and we have suppled 30 kits already. I am now negotiating to supply another 120 library kits. This is a major customer and I am trying to negotiate further business.

Case B: In another case I successfully negotiated with a certain Provincial Tenders Board executives to supply "Melanesian Kits". This particular tender item was awarded to a certain supplier who failed to supply within the tender contract requirements.

The above two successful cases were due to:

Case A:
- Our prices were very competitive compared to the other suppliers.
- There was lot of negotiations involved with both my customer and the publisher. We discussed on the packaging, the cost and the delivery time.
- Personal visits were made to the client to negotiate and to develop public relations.

Case B:
- Availability of stock. (I convinced the executives that I had the stock available and would supply immediately).
- The quality of the product was of the best and the packaging was of quality as well.
- Daily personal visits, were made to develop public relations.

Magazines

Most of the magazines we distribute are on sale and return basis. Their success and unsuccessful depends on their popularity.

PHILIPPINES

Ms. Beatriz R. Abiva
Sales and Promotions Manager
FELTA Book Sales, Inc.

The government recently implemented the Value Added Tax (VAT) on all products including books which would take effect on October 1, 1994. The recent development will surely affect the sale of books as purchasing power will diminish.

1. School textbooks

The publication of textbooks for the elementary and secondary public schools is controlled by the government through a Department of Education Agency called Instructional Materials Development Corp. (IMDC). The distribution of textbooks by the government is done directly through the IMDC regional distribution centers. In the past, the printing of textbooks was awarded only to companies in Metro Manila which were perceived to have the capability and the competence to handle large volumes of printing work. But this resulted in higher costs because of delivery, handling, and warehousing charges from the printers in Metro Manila to the school division in the provinces. At the same time, there was considerable delay as textbook distribution was handled only from a central unit in Manila.

All publishers catering to private schools sell and distribute directly to the schools. Bookstores carry limited quantity of textbooks for students who were not able to purchase from the school. Cost of textbooks in private schools are not yet included in the payment of tuition fees while textbooks in public schools are given out free of charge.

The Publisher's Group through an enactment of a National Book Policy by Senate and Congress have pushed for privatization of textbook publishing in the public schools. If this passes this can be a resuscitation for the industry.

Due to the government takeover of textbook publishing for elementary and secondary textbooks in government schools, many private publishers have either closed down or have diversified into supplying textbooks and reference materials to private schools and the trade.

The Philippines is composed of over a thousand islands. Distribution therefore is a problem. To reduce costs and resolve delays in the delivery of textbooks to the school divisions, the Department of Education, Culture and Sports (DECS) invited major printers from the Visayas and the Mindanao regions to submit their bids to print some of the textbooks.

Today there are already printers from Cebu who have been given awards to print textbooks. This has helped DECS resolve delivery delays and cut down book costs. Jobs have also been generated for the workers of Cebu. In Mindanao region, the printing award was given to a consortium of printers from Davao City.

2. Popular paperbacks

Cheap and affordable local paperbacks based on romances, mystery stories, thrillers have proliferated and has become a growth area in local publishing. Distribution is handled mostly by magazine wholesalers, chain bookstores, and book jobbers.

Magazine wholesalers normally sell to newsstand stalls in high pedestrian traffic areas and to book jobbers (or agents) who distribute to the rural areas where there are no bookstores.

Like textbooks, distribution is a problem. However local magazine and comics distributors have a wide distribution network in cities and provinces where non-traditional outlets are developed such as dry goods stores and the like.

A new market being developed are the Filipino overseas workers most especially the domestic helpers in Singapore and Hongkong. At least 3,000 copies of 6 titles or romances are exported monthly to these two countries.

3. Remainder books

The Philippines being an English speaking country, has become to be a market for remainder books from American, British and Australian publishers. A remainder bookstore called Bookstall has representatives or remainder houses knocking on doors of publishers for old editions, overruns, returns, soiled books which are shipped in containers to the Philippines and sold at very low prices.

Unfortunately, the influx of remainders have affected sales of current publications as price conscious buyers prefer low cost books. Big chain bookstores on the other hand set-up their bargain sale corners so as not to be left out.

Representatives of foreign publishers have tried to make representation with the American publishers Association but to no avail.

4. Encyclopedia, multi volume children's and reference books

Multi national encyclopedia houses control the door to door business in the Philippines i.e. Britannica Encyclopedia, Grolier, Colliers, World Book and Time Life. There are however independent direct sales operators who package multi volume sets on various topics or Children's books of general interest. There are also mail order houses that sell books through mail such as Reader's Digest.

The big encyclopedia sets are beginning to become very expensive which ordinary Filipino family can no longer afford. They now have to resort to 36 months installment plan exposure of non payment is higher. Independent jobbers have joined competition by packaging smaller sets like junior encyclopedias and thus cut out the middle income families.

Since salesmen for door to door are on commission basis only, turn over is fast, constant training is required. Salesmen are given full commission on first down payment. The distributor is doubly exposed to risk if account turns sour.

5. Tertiary text books and academic books

Most of the college textbooks are reprints of U.S. published books which are locally printed under license or printed under a presidential decree of forced licensing. During the martial law years of Marcos, a presidential decree was made authorizing local publishers to reprint foreign/local books by applying through the National Library, this decree demotivated the local authors to write since very good U.S. textbooks are readily available in the market at cheap price. The U.S. government has pressured our government to abrogate this decree. This is now under study in the senate and Congress. It is a major consensus however that this decree is a big help to our students. An alternative solution is to get U.S. publishers grant licensing agreement direct to the reprinters.

6. Library/general reference scholarly books

These is an active group of library service group called Association of Booksellers for the Academe and the Professions (ABAP) that holds regional book fairs and workshops/symposiums for librarians and academies. Members exhibit books and sell to librarians which are selected from the display shelves.

The Association of Philippine Booksellers, the Publisher's Organization of the Philippines (Association of Foreign Publisher's Representatives) and the Book Development Association of the Philippines hold an annual book fair with 150 foreign and local participants. This is the biggest attended week long book fair with over 100,000 visitors.

Holding regional book fairs are expensive since expenditures are tremendous: Books have to be shipped, venue rented, board and lodging, transportation cost of sales representative.

An annual meeting of 87 librarians from the Visayas and Mindanao is held in Cebu City. This is a selling fair yet sales may not warrant the big expense.

Successful and unsuccessful cases

Textbooks

We have tried many ways of marketing our products and there are three (3) major success experience which we believe have been very effective:

Book Fair/Exhibits - We participate and exhibit in major conventions related to our line of business. Target market is informed of new products since most especially those who attend are decision makers. Administrators of far flung schools whom our sales people cannot reach attend these conventions.

Workshops - We sponsor and hire professional consultants to speak on specialized topics. We would select a central school to host and invite nearby schools to attend. For example, if the subject is on science, we invite all science head in the area. This is very effective because when they go back to their schools, they share their experiences and eventually increase sales.

Mail Promotions - We produce every other month a newsletter which disseminates new technique in teaching, new products offered by FELTA and activities implemented from the past months. We also send brochures and leaflets describing new materials. This is an advantage because when our representatives make their calls, the persons in-charge are already familiar with our products.

The unsuccessful examples of book marketing which I have experienced are as follows:

Open House Scheme - In the past, we would go to key cities in the Philippines and rent a function room in a hotel and invite administrators to view our latest materials. This is a very expensive experience because it is difficult to "pull" the busy school administrators to come. The expense incurred such as shipping the books, board and lodging, transportation is not commensurate to the sales generated.

Product Launching - We use to hold product launching in big hotels and invite educators and friends in the book trade. Again we found this very expensive and the exposure is very limited. We have found out that is better to advertise to major newspapers and have a PR Agency issue press releases.

Even with this alternative, the private school market is small. The total elementary and high school population as of school year 1993-1994 is 817,682 and 1,533,173 students respectively, compared to the elementary and high school population of public school during the same school year is 9,893,514 and 2,978,969 students respectively. With a dozen publishers competing in a very small market, there is no economies of scale in the print run.

REPUBLIC OF KOREA

Mr. Chung Jee-Seok
President
Sasangsa Publishers

The year 1993 was the National Year of Book in Korea. The publishers and bookstores held various kinds of events in collaborations with the government organs to promote the reading habits of the people. But the year 1993 was still a difficult year for the Korean publishers and booksellers. The total number of copies of books published marked only 2.6% increase compared to that of the previous year. The total number of new titles published was 26,304 titles, 6.1% increase, and the number of copies of new titles was 139 million copies, only 1.9% increase compared to that of the previous year.

Table 1: Major publication data 1993

Population	43,847,668
No. of publishing companies	8,380
No. of bookstores	5,221
No. of new titles published	26,304
Total copies of new titles	139,221,724
No. of magazine titles	2,461

* Reorganized from the Korean Publication Yearbook 1994.

In quantitative aspects, as shown in Table 1, the publishing industry of Korea is already in the ranks of advanced countries. In qualitative aspects, however, we ourselves say its extreme backwardness. This comes mainly from the problems of book distribution system. The main problems in book marketing area confronted by the Korean publishers and booksellers are as follows:

(1) Lack of large-scale wholesalers

We don't have any leading nationwide wholesalers in our country, so the respective publishers should organize their own book distribution network with the local wholesalers and retail bookshops scattered around the country. Although some wholesalers cover the bookshops all over the country, their selection of bookshops is on random basis and automatically is not systematic. And several local wholesalers are competing each other to acquire the detail bookshops as their customer, overlapping distribution of books in inevitable. This is the main factor that stands firmly in the way to the qualitative development of publishing industry in Korea.

(2) Paltriness of retail bookshops

As shown in Table 2, there are only 5,000 or more bookstores (wholesalers and retail bookshops) in our country. But the number of bookstores which maintains direct relations with the publishers is not over 300 including local wholesalers. The rest of those bookstores receive books from the local wholesalers. Because the local wholesalers cannot have relations with all of the publishers, the retail bookshops should maintain multiple relations with several wholesalers to obtain the books they need.

The smallness of the size of bookshops makes the matter worse. It is inevitable that the retail bookshops prefer the bestselling popular books to somewhat professional or heavy titles to get the maximum profits from their limited space.

Table 2: Bookstores

No. of bookstores	5,221
Average size of a bookstore (m2)	52
Gross sum of squares of bookstores (m)	272,220
No. of bookstores above 330 m	68

* Reorganized from the Korean Publication Yearbook 1994

(3) Distorted marketing structure caused by ill-balanced displaying

This problem comes naturally from the above problems (1) and (2). This problem is inevitably connected with the excessive advertisement of the publishers. The bookshops prefer the bestselling popular books that have the more possible demands of the reader. The publishers prefer the same kind of books and competently appeal to advertisement to attract the interests of the bookshops and readers. The former forms the reason for the latter, simultaneously the latter forms the reason for the former. The size of advertisement of a book in newspapers is getting bigger and bigger, even to the full page of major daily newspapers, finally some publishers use the TV screen as their advertising media. It is without saying that these phenomena prevent the publishing industry of this country from its healthful and balanced development.

(4) Almost no role by libraries

As of the end of the year 1993, there are only 300 public libraries in our country. If we divide our population (see Table 1) with the number of public libraries, we get 146,000 people for a library. When it comes to the case of Seoul, the capital city of Korea, the matter becomes worse. Almost 400,000 people should use a public library in Seoul.

The more serious situation comes from the expenses of the libraries for buying books. Most of all the public libraries use only 10% or less of their budget for buying new books. Although the Ministry of Culture feels serious about this matter and is making plans for building more public libraries, it is nor exaggerations that the publishers should forget the libraries as their reader for some time.

(5) Paltriness of publishers

As shown in table 3, over two for three of publishers made no new titles in 1993. And over 60% of the resulted publishers put out only 1-5 new titles that year. These statistics are the vivid manifestations of the paltriness of publishers in Korea.

I think the main reason for these situations is the distorted book distributing structure of our publishing industry. The petty capital of small publishing companies cannot survive in the unlimited competition of the big capitals having the weapon of mass production and mass advertisement. The extra expenses to maintain their own money collecting manpower, etc. Make it more difficult for the publishers to reinvest for the enlarged reproduction.

Table 3. Scale of publishers with their number of new titles

Over 201 titles	17 (0.2%)
101-200	32 (0.4%)
51-100	52 (0.6%)
11-50	538 (6.4%)
6-10	406 (4.9%)
1-5	1,627 (19.4%)
(Sub total of resulted)	2,672 (31.9%)
No results	5,708 (68.1%)
Total	8,380

*Reorganized from the Korean Publication Yearbook 1994

3. Practical approaches to improve book marketing

Most of publishers and booksellers of Korea think the lack of large-scale wholesalers as the main problem that hinders our publishing industry from being modernized and industrialized in the real meaning of the words: (1) a cooperative movement mainly of publishers to build a new big publishing city nearby Seoul named Ilsan Publishing Complex; (2) re-forming the 35-year-old Korean Publisher's Cooperative as a limited company and giving a function as a large-scale wholesaler-distributor, (3) a joint venture of some wholesalers and publishers to make a large-scale wholesaler-distributor, such as Seoul Book Distribution Co., Ltd.

(1) The Ilsan Publication Complex has recently decided its place to under the recognition of the central government, and the construction will start before the beginning of the next year. When it finish its construction before the end of 1998, we shall have a big publication city with 4 large-scale bookstores, 600 publication related companies such as printing, binding, typesetting, etc., and many other associations and institutes. Now the Cooperative of Ilsan Publication Complex has 360 publishers and affiliated businesses as its member.

(2) The Korean Publisher's Cooperative, established in 1962 is the only cooperative in the area of publishing industry in Korea. Besides loaning to the members with the money which the members themselves invested, it sells the books of 300 membership publishers to 250 bookstores as likely as a wholesaler. The cooperative system itself, however, has been a hindrance to its being an efficient wholesaling distributor. Nevertheless the several efforts to separate the book-selling part of the cooperative and reorganize it as a limited company had failed each time. Nowadays when the publishing industry of Korea is confronted with a great many difficulties at the same time from internal and abroad, the incorporation of the cooperative is very likely to obtain the majority of member's support.

(3) The Seoul Book Distribution Co., Ltd. was established about four years ago with the joint investment of 100 local wholesalers and publishers. After three or more years of preparation, it started wholesaling business in January of this year. Although it has not yet systemized its dealing network all over the country, most of publishers and bookstores in this country are paying a careful attention to this company.

SRI LANKA

Mohamed Rumi Izadeen
Assistant Manager
Vijitha Yapa Bookshop

Book marketing and distribution in Sri Lanka is in its developing stages mainly due to the free market economy which was introduced to promote the import export trade. With less restrictions and taxes with improved strategies, the book sellers can import books from any part of the world without any delays. Hence the current demand for books of every kind.

Due to various economical reasons the book distribution network in Sri Lanka has not spread to the remote areas of the country. Lack of awareness and infrastructure has prevented this important business from spreading. High cost of paper and other printing materials has forced most publishers to limit their publications to only Sinhalese books for which the demand is very limited. Although Sinhalese is the state language, the demand for English books has surpassed it, as well as all other languages.

Due to the demand for English speaking personnel in the private sector employment avenues, English has become the most powerful language in comparison with other local languages in Sri Lanka. Even if a person does not have the necessary academic qualifications, being able to read, write and speak English will always guarantee a better chance of finding employment in the private sector, due to the importance given to English. This has resulted in a major revolution in the educational methods in Sri Lanka. As a result many international schools have mushroomed in most of the major cities where English has been made the first language. This change has created a demand for English books both academic and general.

Unfortunately this trend is confined to cities where most of the inhabitants are generally middle class and upper middle class, whose reading habits and buying habits are well advanced. Due to the availability of large book shops, libraries, transport facilities and other infrastructure in the city, the inhabitants have access to whatever reading material required. But for the rural population in remote parts of the country, these facilities are almost non-existent. With the help of various organizations we are working hard to help these people to know what reading is all about and the significance of it. By looking into the response we receive from remote areas, to our weekly newspaper advertisement, it is evident that there is a great enthusiasm to learn English.

Problems of book marketing

1. Inadequate government participation and contribution to the improvement of the book marketing and distribution in Sri Lanka.
2. High cost of importing and printing material/low budget book shops offering cheap books not suitable for reading,
3. Lack of proper transportation facilities, communication delays etc.
4. Competition among booksellers resulting in undercutting which in turn causes drastic drop in sales,
5. Lack of display space and storage facilities,
6. Poor administration, lack of motivation and training, along with the absence of market research. Unqualified sales personnel, lack of advertising expertise, sales tactics etc.
7. Insufficient awareness on the usefulness of reading books and magazines. Although the literacy rate in Sri Lanka is about 80%, unavailability of good reading material in the local market has effected the improvement of the book trade.
8. Shortage of library facilities and other institutions in most of the outstations. Lack of retail outlets in small towns which causes great difficulties in getting books by post which is too expensive.

Practical approaches to overcome the above problems

1. In order to substitute the government's lack of co-operation and contribution to the development of the book marketing and distribution system in Sri Lanka, we have been able to obtain the help of various organizations such as the British council (which also promotes ELBS publications), public libraries, schools, universities, medical colleges, and military academies which need specialized books. They assist us in organizing book fairs, exhibitions and seminars on a regular basis.

Supplying books on a credit basis helps these customers to purchase any book prior to the actual payment is done. This facility is offered to government and private companies due to large number of books purchased and payments have to be approved by the managers. By sending a list of new arrivals to all our customers we keep them informed of the latest best sellers in Sri Lanka and other major countries worldwide. Special arrangements with major consolidators in countries such as UK and India enable us to get any book ordered within a short time. Due to special discounts given by our freight forwarders we do not have to change additional sums from customers. This method has proved to be very successful due to the short time spent to get books that are not freely available.

2. Book marketing unlike any other business does not

pay immediate dividends. It needs time to become a profitable venture. Due to this reason book sellers are few and far between in most of the third world countries. To overcome losses in the process, proper care should be taken when selecting books for ordering. Understanding the market of the locality and the demand is a vital aspect in importing books in large quantities. Many booksellers in Sri Lanka, have been anxious to make quick money by importing glossy and cheap literature from foreign countries and selling them at fancy prices to an unsuspecting public. The free import policy has also led to the dumping of cheap pornographic material. In order to import good books we use comprehensive catalogues, seasonal catalogues and advance jackets of various publishers. We also get posters, special book racks and other related publicity material for the show windows. We also do a market survey to find out:

a. Who are the present buyers?
b. Who are the potential buyers?
c. When will they buy?
d. What are the method to make it easy for them to buy? etc.

Various book shops specialize in selling specific category or categories of books. There are general book shops which stock and sell fiction, the more popular kinds of non-fiction, books on the social sciences, current politics, topical books, teach-yourself, do-it-yourself, and self improvement books, art books and children's books, etc. Then there are educational book shops dealing mainly in prescribed and recommended books and reference books for schools and colleges. Newspapers and magazines account for an appreciable portion of their turnover. Encyclopedias which are expensive are stocked by most of the booksellers in a limited quantity. obtaining the necessary feedback from the sales staff on the number of books to be ordered can also help in determining the stocks. Its important to avoid overstocking. The bookseller on his part has to decide what type of books are likely to sell. Depending on the size of the shop he has to decide on the stocks to be ordered.

3. Due to the ever increasing demand for magazines of all kinds i.e.. news magazines, sports magazines, women's magazines, computer magazines, musical magazines, hobbies, interior decor, etc. In all parts of the country, a effective distribution network becomes a bare necessity. Apart from making sure that the subscribers get their copies in time these magazines should also be made available in retail outlets in suburban areas.

4. A bookseller is by no means a mere trader. As the custodian of books and as one who ultimately takes them to the society, he directly disseminates knowledge. The booksellers association in Sri Lanka was formed about 20 years ago, in order to improve the book marketing and distribution which was in a very poor state. It was the sole authority on pricing and distributing books in the island. But due to the dominating and bias attitude of this association most of the booksellers have disassociated from it. As there was no co-operation and understanding among the members, each bookseller has decided to function independently. However this did not have an adverse effect in the book marketing and trade because of the understanding between the booksellers. Even with the absence of a booksellers association, the functioning of the book trade is smoothly executed with the co-operation of all the parties involved in this useful business.

5. The most effective method used to promote and popularize book marketing in Sri Lanka is advertising. By advertising the latest books available will help customers living in every part of the country to know what books are listed in the UK and USA bestsellers lists. The electronic media is also used to a certain extent in advertising. Another effective method used by us is the direct mail promotion method. This is used for customers living in areas outside the city limits who cannot visit book shops regularly. The message is delivered generally in the form of a folder, a leaflet, a single or double post card, or a topical check list.

Market research and market surveys are considered an essential part of any promotional plan. Since the book trade also depends on supply and demand, it is important to know what books are in demand and make them available in the shortest possible time.

In addition to these methods, we have introduced a gift-voucher scheme which are awarded to winners of various contests sponsored by us through TV and radio programmes. We offer a special discount to schools who use them for prize giving. These gift vouchers can be used by its recipients to buy whatever books of their choice. By offering these gift vouchers in various denominations it can be awarded according to merit.

Special display of children's books in a separate area makes it possible for the children to spend more time in selecting books. Due to the diversity of children's books, there also should be extra display space in every book shop. A special "Kiddies Corner" should be made available in order to allocate more time for the customers to spend with their children.

5. One of the major problems in the book marketing field is the shortage of well trained staff. In some European countries, book selling has become so specialized that no book shop is permitted, under the law to engage an unqualified salesman. And the training is perhaps as sophisticated as that of a librarian. Book

selling in most countries is recognized as a respectable profession. It is important to remember that books have always to be sold. They are not bought voluntarily.

Since the bookseller is the most important connecting link between the producer, i.e. the author and the publisher on the one hand, and the consumer i.e. the reader on the other hand, it is always important to have well qualified personnel to help the customers. Apart from training, there should be some educational background too. The salesman should be entitled to some incentive, which also motivates them to work hard. A commission based sales system, where the staff also gets a percentage, can increase the sales. Training the sales personnel in offering a personalized customer service i.e. getting to know the customers personally, keeping constant contact by telephone, informing them about any new book of the choice, etc. can also be helpful to promote books.

The system of providing any book ordered by customers either by importing or by purchasing locally has made our book shop the most popular in Colombo. Instead of saying "no" to customers we undertake to order the book as quickly as possible. Due to a special arrangement with consolidators and freight forwarders, we are able to get any book from India or UK in one week. By delivering the books to the prospective customers we make it much more quicker.

Weekly meetings attended by all the sales staff, storekeepers, managers etc. gives the opportunity to discuss various problems faced by each organization. Personal problems of the employees also should be discussed in order to make sure that there are no shortcomings. Due respect should be given to any suggestions made by any member of the staff to the welfare of the company.

6. Children's books

Priority is given to children's books due to the ever increasing demand, mostly for general books as well as school textbooks. Since our book shop is the only air-conditioned book shop in Colombo, customers can spend more time, browsing. We have a special Kiddies corner where children can spend more time selecting books with their parents.

Most of the children's books available in Sri Lanka are British Publications. These books are high quality product with illustrations etc. Due to special prices given to Asian countries by most of the UK publishers, these books are sold at fairly affordable prices. Most customers avoid purchasing Indian Publications due to the poor quality and being less attractive. Lady Bird of UK and PeeVee Toppan of Japan can be quoted as examples of high quality books. We do not import Ondori books from Japan due their very high prices. Besides it is given to a sole distributor who is not the best of booksellers. If the publishers can allow other book shops also to import these books without any restrictions, we can achieve better sales of Ondori books.

Since Sri Lanka has a very high literacy rate, the prospects of creating a reading society is always open. But we try very hard to facilitate and create an awareness among the rural folks on the importance of reading. We send our representatives to such places to introduce books and magazines.

Successful and unsuccessful cases in marketing

The success of the book marketing process always depends on demand and supply. Being able to supply books when the demand exists means, the sales will be high. During the recent world cup football tournament we ordered various publications related to it, i.e. books, magazines etc. We were surprised to note that we sold more than 2,000 copies of the Lady Bird World Cup '94 Book. In addition to this more than 500 copies of the Newsweek special issue for the World Cup was sold out even before the commencing of the tournament. A lot depends on timing the orders, so that necessary stocks will be available when customers need them. We imported from Penguin India, a substantial stock of the book "LAJJA" (Shame) written by Taslima Nasreen who was sentenced to death by religious leaders of Bangladesh for her comments which hurt the Muslim sentiments. Due to the controversy surrounding the authors remarks on Islam, everyone was curious to read the book which caused a great demand for it. By the time we had sold more than 500 copies, the Sri Lankan government banned selling the book due to pressure from Muslim ministers. The book is banned in Bangladesh too. Although the demand for the book still prevails, we canceled our order for a larger quantity due to the ban. Most of the book shops are now protesting against the ban.

All magazines sold by us are imported by air-freight. Being a perishable product it needs quick pricing and display. By using computerized pricing and coding we made this operation brisk. This enables us to get the magazine to the display shelf within a very short time making it available for the customers. We have been able to achieve our sales target on magazines by this method. Our subscription counter undertakes to supply magazines from any part of the world. Due to the ever increasing demand for magazines we are arranging to have sales outlets in remote towns, hotels, rest houses and regional development centers. The success of marketing magazines always depend on timing other than magazines issued monthly.

Most news magazines are perishable. Having them delivered and displayed at the correct time helps to meet the demand.

Unsuccessful case study

Whenever books are ordered by customers, we try our best to order them from the cheapest and quickest possible source. When we undertook a very large order to supply various specialized textbooks to an international establishment, the consolidating part was given to "Colletts" of UK who are the biggest of such firms.

But when the order was halfway through we were informed about the collapse of the firm resulting in serious problems. As a matter of fact, we were nearly blacklisted due to the backlog which was unavoidable. Nevertheless we managed to supply 75% of the order with the greatest difficulty, and after a long delay. However for the balance we were permitted to supply alternate titles. Ultimately the books were supplied at a loss.

In another instance, when we undertook to be the sole distributor for the book titled "Sri Lanka - Since Independence" which was published by Havrang India in collaboration with Vijitha Yapa Book shop", we ordered a large quantity expecting a substantial demand for it.

But when the book was received and subsequently advertised, the response we received was almost negligible. When a survey was done to ascertain the reason for this situation, it was surprisingly evident that there were much more comprehensive bibliographies available on the same subject. Due to lack of proper market survey we ended up with a large number of books which no bookseller wanted to purchase. The availability of these alternative publications in almost all other book shops hampered the distribution of our book resulting in a major loss.

SRI LANKA

Mr. H.M. Guneratne Banda
Assistant Director
Sri Lanka National Library Services Board

Sri Lanka National Library Services Board was established through a Parliamentary Act, 1970. The basic objective of the Board is to establish the national library and to develop all types of libraries in the country.

Although many organizations and institutions made attempts to improve the local book publishing, substantial results have not been detained. Board stepped into the book publishing field at this juncture. As a premier research library in the country the following schemes have been formulated by the Board, which are very gratifying for the development of book production/distribution.

1) Book publishing assistance programme

This program was launched by the Board in July 1984. Under this program writers have to submit their manuscripts to the Board during the later part of the year. The Board earlier offered Rs 25,000 and now increased Rs 40,000 to the author of an approved manuscript. Board assisted in the production of 1000 new titles, same of which have been selected as best product, best book of the year, and so forth. The Board made a considerable influence in creating momentum in the local publishing industry through this project. One of the major aims of the Board is a thriving publishing industry, better librarians and a well informed society. This programme can be regarded as the main state assisted program available for the book production in the country.

(2) Author/publisher programme

Sri Lanka National Library Service Board purchases the new additions to the market of all kinds from the authors and distributes on free of charge to the libraries throughout the country. During the period of 1992-93 over 1.5 million worth of books were distributed under the above-mentioned two programmes.

(3) International Standard Book Number (ISBN) and International Standard Service Number (ISSN)

The National Library of Sri Lanka has been designated as a national agency for working ISBN and ISSN members by the International Standard Book working agency situated in Germany. A Computerized Data Base by using CDS/ISTS has created to facilitate for the sending of bibliographic information to the International Agency.

(4)Publication of national and other selected bibliographic

The National Bibliography is being published monthly by the Board. It contains forthcoming publications which is called CIP (Catalogue in Print). Board sends this publication to the local libraries as well as to the other national libraries in the world. Librarians use this publication as a selecting tool for acquisition of new books to their libraries.

(5) Colombo Book Fair

With the participation of SAARC countries the first international book fair in the country was held in 1991. The national library of Sri Lanka holds Coulomb Book Fair for every two years. In addition, 15 book fairs hold for every year in selected plans in the country for the benefit of rural talks.

(6) Publication of "Library News" Journal

In order to entrance general readership, professionals and publishers the Board publishers quarterly journal called "Library News". This journal includes book reviews, a list of new books published by the Board. The Sri Lanka National Library Services Board is parking general to more and braider cooperation with the local publishing industry in the future. We hope to produce more important books with the assistance of authors and publishers. The important factor is SLNLSB is carrying out this project in addition to the National Library functions.

(7) Training programmes, workshop and seminars etc.

The national Library of Sri Lanka conducts training programmes in the field of library, documentation and information Science for the benefit of practicing librarians. In order to improve the knowledge and to introduce the new trends in the field the training programmes conducted to cover the following sectors.

- School librarians
- Public librarians
- Special librarians attached to the research institutions
- Academic librarians attached to the technical, colleges of Educations, Pirivena and other high educational institutions

Very recently a workshop on copyright law and it's application was held with the assistance of Dept. of Patent and Register's Office and the Performing Rights Society.

(8) Future plans

- Formulating of National Price Index
- Formulating of National Book Policy. National Book Development council is responsible in this field.
- computerized union catalogue-printing major libraries with the national library.
- National Information Network-Coordinating of all existing networks in the country.

THAILAND

Ms. Suwadee Chongsatitwattana
Managing Director
Nanmee Books Co.

There are about 300 publishers in Thailand. Among them, those who regularly publish are only 90. There are 400 bookshops and 7 distributing agents for books and 4 for newspaper and magazine.

Trends in the Thai book market

7,000 new titles of books were published in 1993 and the gross sales of whole industry (excluding school books) was about US$320-400 million in total. In the year retail book shops rapidly increased with the growth rate of 50% in Bangkok area and 40% in provincial area. Compared to an average growth of 37% in retail outlets in the other industries, book business marked the highest growth.

Consumption of paper per person was only 32 Kg in 1993 when we had 55 million of population. The growth rate is only 12% which is less than other countries like Singapore, Korea, Japan. When considered the present population of 60 million, book market has a great potential to grow.

Book marketing in Thailand

There were signs that publishers, distributors and bookshops have employed new marketing technique in the market in recent years. They include:

1. Increasing promotion through "book review" column in periodicals and direct mail promotion to final consumers.
2. More direct sale activities in educational outlets.
3. Using franchised system for bookshops.
4. Development of non-book media such as the introduction of audio and visual means in a format of video and cassette.

But they are not yet satisfactory, mostly still rely on traditional sales system.

Weakness of book marketing in Thailand

1. Serious lack of personnels who understand book marketing business well.
2. Lack of re-engineering activities among book publishes and distributors, organizations.
3. There is no market research. Publishers publish

books that they think salable or they like.
4. Book shops still remain the most important sources of distributors.
5. Not enough marketing promotion activities.
6. The use of computerization in bookshops or book distributing agents are not so popular.
7. Lack of direction of book business.

Idea of developing book business

1. Development of human resources in book marketing.
2. Re-engineering the system and organization to interest the new generation.

Successful and unsuccessful case

Successful case

I started publishing business since 1986 with the books on Chinese methods for health, Chinese way of business, new type of children's books and so on, which are new in the market. I pushed our product to be bought by bookshops using saleforce successfully.

Unsuccessful case

1. I started a science magazine for children in December 1992. Our main marketing route is through school which have been unsuccessful. I can not organize a strong sales team and now the subscribers are only about 6,000 because most of them do not continue subscription.

2. I have tried direct mail but we can not find out active mailing lists and we don't have personnel who knows well about direct mail.

THAILAND

Mr. Somyod Thaennin
Assistant of Marketing and Sale Analysis
Section, Kurusapa Business Organization

Due to the differential social and economical situation in Thailand, demand for books depends on quality of book in cities, but on other factors such as commission, advantage, taste, etc. in country side.

Supply of text book for primary schools is monopolized by Kurusapa Business Organization. Marketing of children's book is competitive.

In 1995, the Government's budget on books is about 1,000 million. Though approximately 0.15 percent of Government's expenditure is allocated for DC., it ought to be about 5 percent.

With globalization, the role of information and technology will be more important in marketing.

VIET NAM

Mr. Tu Ngoc Anh
Main Redactor
Education Publishing House

In Vietnam all textbooks are written under the supervision of the Ministry of Education and Training and there is only one publisher of textbooks and educational books: the Education Publishing House. The Education Publishing House, established in 1957, is the biggest of the 36 publishing houses, both central and local, in Vietnam. In 1993, the Education Publishing House published 1,005 titles with a circulation of 65 million copies and 7,800 million pages (80% of the total impression of Vietnam).

In Vietnam, the distribution system of textbooks and educational books is separated from that of other books. This report deals only with the distribution of textbooks and educational books in our country.

The Planning and Distribution Section of the Education Publishing House is responsible for the marketing and distribution of textbooks in the whole country. The textbook distribution network comprises 53 companies in the 53 provinces and cities (1 each), bookstores specializing in textbooks and retail-agents.

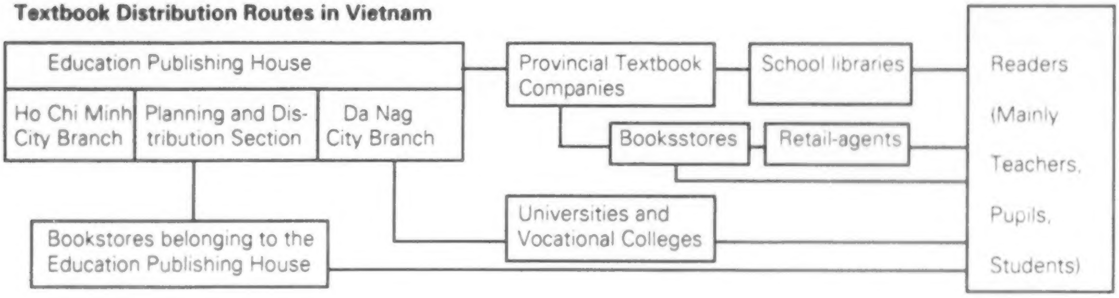
Formerly, when our country was under the bureaucratic-centralized mechanism, the prices of textbooks and educational books were fixed lower than their production cost. The Government subsidized the Publishing House for the Difference. In such a situation, sales of our publications were easy and book marketing was not a necessity.

Five years ago, when our country began shifting to the market mechanism, the subsidies were abrogated and financial responsibilities became our own. Over the past few years, in order to help the growth and progress of textbooks publication and sales, the Education Publishing House has taken the following measures:

1. Improvement of the quality of our publications on both aspects: scientific content and printing, without increasing their price. The prices of textbooks in Vietnam have remained unchanged for the past 3 years. High quality and acceptable price of books are essential factors leading to successes in book marketing and distribution.

2. Introduction of our publishing and distribution plan, and the content of our most important books to readers

Textbook Distribution Routes in Vietnam


Education Publishing House
Ho Chi Minh City Branch
Planning and Distribution Section
Da Nag City Branch
Bookstores belonging to the Education Publishing House
Provincial Textbook Companies
School libraries
Booksstores
Retail-agents
Universities and Vocational Colleges
Readers (Mainly Teachers, Pupils, Students)

by means of national radio, television and the press. Every year we have printed catalogues of books for the next year. At the beginning of a school-year, we have hold a press-conference where our director informed journalists of planned activities of the Publishing House for the new school-year

3. Maintenance of close relationship between the redactors of the Education Publishing House and the Education and Training Services of all provinces and cities in the country. Once a year the redactors visited schools of different localities, met teachers and pupils, familiarized them with our new books, conducted surveys to inquire into their needs. Thanks to that, the redactors were able to evaluate better the manuscripts and decide what books to publish.

4. Organization by the Planning and Distribution Section of annual Conference of Customers of the Education Publishing House. Participants were Heads of Provincial Textbook Companies. At the conference they informed the Publishing House of the result of their sales and their needs as well. Also at the conference we introduced our customers to our new books.

In recent years the education Publishing House has made measurable progress. The number of published titles, copies and pages has increased year after year and has met the needs of the increasing number of pupils and students in the country. The quality of publications has been upgraded. The financial situation of the Publishing House has got better and better.

KENYA

Ms. Asenath Bole Odaga
Managing Director
Lake Publishers and Enterprises Ltd.

At independence (1963) the book industry in Kenya was virtually 100% in the hands of foreigners—most books were produced abroad and imported to Kenya for sale to established outlets which, in fact, were branches of the principals overseas. This scenario prevailed until some local initiatives emerged especially from local Asians. But of late a few Africans also have joined the industry.

In Kenya, all forms of distribution exist: especially among the big publishers. The smaller employers tend to rely more on direct distribution to bookshops and schools/colleges. They can't afford warehousing as they lack the name and big enough funding for franchising!

In discussing the book market in Kenya today the following considerations are important: level of literacy (readership); the quality of books; prices; level of economy; cost of producing books; transport etc. Generally speaking, readership in Kenya is low largely because a reading culture takes many years to develop a satisfactory level. Most educated people almost stop reading books after they finish their formal schooling: even professionals! Thereafter, their learning interests are directed to newspapers and oral discussion. Because of this phenomenon, the biggest book market apparently is schools/colleges: but even this is not large enough to sustain the book industry adequately.

Furthermore, the school/college market is not without problems regarding marketing. The small publishers are handicapped in several ways. They lack the means to reach the consumers; particularly in the remote rural areas; or more often than not, they lack the books needed. The larger ones and especially foreign-backed publishers which have funds, dominate the market. These publishers also have the advantage of employing more qualified personnel because they offer them better terms of service than beginners can afford.

Outside the school/college market, there is an apparent lower readership. Almost all books for general reading such as novels, professional books, books on entertainment and so on, are imported and are very expensive. It is no wonder their market is too small. In any case, the books are expensive and unaffordable to the pockets of average Kenyans.

However, the few books that are produced in Kenya are not effectively marketed because of various constraints. There is the problem of quality. Many of them are shoddy—of poor finish, have inexcusable language mistakes and poor design and colour. Marketing such products is never easy even at home. And to sell them abroad is in fact a night-mare which most local publishers deliberately avoid, understandably!

A comprehensive market strategy would require a variety of books to cater for the entire interests of a community: books for adults, books for children, art books, music books, books in vernacular, books for sports. Where possible, these books should be in local languages in order to give maximum benefit to the community. But presently, this is more the exception than the rule.

From the foregoing, it would appear that to discuss the subject of marketing meaningfully the following questions are being asked and answers to them sought. What books does Kenya need in terms of quality, quantity and variety? Is the market stable for each of the variety needed? Can the market be extended beyond Kenya's boarders? For what books? Are they competitive considering prices and quality? What is to be done to encourage local production of books in order to cut down on imported books so as to save the much-needed but limited foreign exchange? To answer all these questions satisfactorily our discussion on marketing must include production of books (what machinery and their capacity), finance, manpower, infra-structures (roads, telephone, water) and initiative.

To summarize: the book market in Kenya can still be improved by relating production to the areas where books are needed most. At the moment not enough books are available: even for areas where the need appears to be illimitable as in the case of children's books or vernacular books for that matter. Seemingly this will not be realized in the foreseeable future because of lack of authors and publishers. Marketing makes little sense unless the products and services to be sold are available to support a continuous flow of supplies.

There is also a need to improve the quality of our book production to make them move marketable particularly for export markets where competition is stiff. This also means we have to update our technology and techniques of book production. Due to low readership in Kenya, outlets for export markets particularly in Africa would extend our small market with advantage. We must also put more emphasis on the training for the skills needed in all aspects of book production, marketing and merchandising.

Adequate funds are also needed to enable publishers especially the small ones to make use of appropriate media for advertising their products/services to reach targeted consumers. At the moment the cost of advertising is prohibitive only the established publishers can afford their use.

What has been said about book marketing applies equally to the marketing of magazines and journals. However, magazines and journals whether local or imported, appear to have short lives in the market: even the professional ones. Most of them come to the market and disappear after a while! Very few indeed live to old age!

It is difficult to fully explain this phenomenon. Perhaps one reason could be inadequate interest from readers, publishers and writers and lack of articles, information, data and funds to sustain the journals and magazines on a continuous basis. This, together with low readership and other reasons already mentioned in this paper may be the main cause of this short coming: not to mention their prices, which as rule are considered to be relatively high.

APPENDIX

1. GENERAL INFORMATION

Organization

The Training Course on Book Marketing and Distribution - 27th Training Course on Book Production in Asia and the Pacific is organized by the Asia/Pacific Cultural Centre for UNESCO (ACCU) with assistance from UNESCO under APPREB (Asia-Pacific Co-operative Programme in Reading Promotion and Book Development) and with the co-operation of the Japanese National Commission for UNESCO, the Japan Book Publishers Association and the Japan Foundation.

Time and Place

The course takes place from 21 September to 8 October 1994 at the Japan Publishers Building (6, Fukuromachi, Shinjuku-ku, Tokyo 162, Japan).

Background

The last training course on book distribution and marketing in 1993 mainly focused on those problems related to insufficient book distribution systems and facilities owing to difficult geographical conditions and transportation facilities. The participants pointed out that effective book marketing activities should also be carried out in achieving successful book distribution so that books may reach many readers. Since the concept of marketing in book publishing has not been given enough attention at the moment in many countries, it is one of the keys in the development of publishing in the region.

Effective book marketing activities must be promoted as it enables publishers to grasp the needs of readers and of the society, to produce books on the basis of those information obtained, to choose proper marketing methods and to create new readers. There is a strong need to train competent personnel for developing effective book marketing strategies based on the situations of each country in the region. In compliance with such requests, ACCU organizes a training course on book marketing and distribution in 1994.

Purposes

(1) To provide the participants with an opportunity to exchange useful information and experiences related to book marketing in each country.
(2) To provide the participants with knowledge and techniques on effective marketing devices, book production, distribution and sales based on marketing.
(3) To help the participants to prepare their practical action plans to improve book marketing in his/her own country.

Participants

Bangladesh, Bhutan, China, India, Indonesia, Iran, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Papua New Guinea, Philippines, Republic of Korea, Sri Lanka, Thailand, Vietnam and Kenya*

*participated with the cooperation of the Japan Foundation.

Qualifications of Participants

1) They have been actually engaged in book marketing and publishing management for more than five years in publishing houses/organizations.
2) They are able to understand lectures given in English and participate in the discussions in English.
3) They are between 25 and 45 years old and in good health and should agree to observe the course schedule strictly and entirely.
4) They have not participated in any annual training course in Tokyo organized by ACCU in the past.
5) They can conduct practical follow-up actions on book marketing after the training course in his/her own country.

Requirements of the Participants

The participants are requested to write a report on the following topics;

(1) Problems in book marketing and necessity for better book marketing in your country.
(2) Successful and unsuccessful examples of book marketing which you experienced yourself.

Working Language

The working language of the course is English. Simultaneous interpretation between Japanese and English is provided for lectures delivered in Japanese.

Correspondence

The Director-General
Asia/Pacific Cultural Centre for UNESCO
6, Fukuromahci, Shinjuku-ku, Tokyo 162, Japan
telephone: +81-3-3269-4445,4435 facsimile: +81-3-3269-4510
cable address: ASCULCENTRE TOKYO

2. LIST OF PARTICIPANTS

BANGLADESH
Ms. Nazira Ahmed
Assistant Director, National Book Centre
5/c, Bangabandhu Avenue, Dhaka-1000
Tel: 880-2-250660

Mr. Anowarul Hoque Bhuiyan
Proprietor, Book Supply
Secretary of Textbook Standing Committee,
Bangladesh Publishers and Book Sellers Association
(Book Supply) 65 Pearidas Road, Dhaka 1100
Tel: 880-2-863409 880-2-282603, 257126

BHUTAN
Mr. Dago Dorji
Administrative Officer, Education Central Stores
Phuentsholing G.P.O.
975-2259, 2158

CHINA
Ms. Guo Hong
Editor and Reporter of "Book Distribution"
Editorial Department, Xinhua Bookstore Head Office
No. 54 Beilishi Road, Beijing
Tel: 86-1- 8348424 86-1-8353094

INDIA
Mr. Suresh Chand
Special Officer (Book Promotion), Dept. of Education
Ministry of Human Resource Development
B-2/W-3, Curzon Road Barracks
Kasturba Gandhi Marg, New Delhi 110 001
Tel: 91-11-381739, 382549

INDONESIA
Ms. Cucu Kartini
Assistant Marketing Manager, Perum Balai Pustaka
Gunung Sahari Raya No. 4, Jakarta 10720 3841714
62-21-3855738, 3804439, 374711

IRAN
Mr. Fazel Ardeshir Larijani
Managing Director, Scientific & Cultural Publication Co.
Advisor of Minister of Culture & Higher Education
No. 4, Kaman St., Africa Ave., Tehran,
P.O.Box 15175-366 684572
Tel: 98-21-8880123, 8880154

LAOS
Mr. Bounphak Leuangvilay
Chief of Finance and Distribution Unit, Vannasin Magazine
P.O.Box 1631 Vientiane
Tel: 8562-1-212408 212425

MALAYSIA
Mr. Mohamad bin Haj. Mohd. Zain
Principal Assistant Director
Textbook Division, Ministry of Education
12-14th Floor, Bangunan Bank Pertanian
Leboh Pasar Besar, 50604 Kuala Lumpur
Tel: 60-3-2922066

MALDIVES
Mr. Abdullah Shafeeu
Manager, Umeedhee Press; Printers and Publishers
M.Vani, Fareedhee Magu, Male'
Tel: 326412 960-325110

MONGOLIA
Mr. Tate Etekbai
Head of Press and Publishing Department, Ministry of Culture
Room 401, 11 Sukhbaatar SQR., Ulaanbaatar
Tel: 976-324-283

MYANMAR
Ms. Mya Mya
Deputy General Manager, Printing and Publishing Enterprise
228, Theinbyu Street, Yangon 87916
Tel: 95-1-94203

NEPAL
Mr. Tej Bahadur Pant
Chairman, Sajha Prakashan
Kathmandu, Pulchok
Tel: 977-1-228045 977-1-523546

PAKISTAN
Mr. Syed Naim Akhtar
Assistant Director, National Book Foundation
6-Mauve Area, I & T G/8-4, Islamabad
Tel: 92-51-255571, 281015

PAPUA NEW GUINEA
Mr. Joseph P. Abaka
Sales Manager, Gordon & Gotch Pty Ltd.
P.O. Box 107, Boroko, NCD
Tel: 675-250950, 675-254855

PHILIPPINES
Ms. Beatriz R. Abiva
Sales and Promotion Manager, FELTA Book Sales Inc.
Suit 204, Windor Tower,163 Legaspi St., Legaspi Village,
Makati
Tel: 63-2-9114103 63-2-8181188,8178185

REP. OF KOREA
Mr. Chung Jee-Seok
President, Sasangsa Publishers
868-9 Pongchon 4 Dong, Kwanak-Ku, Seoul 151-054
Tel: 82-2-872-4231 82-2-872-4341/3

SRI LANKA

Mr. Mohamed Rumi Izadeen
Assistant Manager, Vijitha Yapa Bookshop
376, Galle Road, Colombo 3
Tel: 94-1-584801 94-586221/502386

Mr. H.M. Guneratne Banda
Assistant Director
Sri Lanka National Library Services Board
Independence Avenue, Colombo 07
Tel: 94-1-685201 94-685196

THAILAND
Ms. Suwadee Chongsatitwatana
Managing Director, Nanmee Books Co.
159-161 Sukhumvit 62/1, Bangchak Phrakanong,
Bangkok 10250
Tel: 66-2-332-3562 66-2-331-9292

Mr. Somyod Thaenin
Assistant, Marketing & Sale Analysis Section
Kurusapa Business Organization
Mention 9 Ratchadumneon Glang Road
Pranakorn District, Bangkok 10200
Tel: 66-2-281-1163 66-2-281-2932

VIET NAM
Mr. Tu Ngoc Anh
Main Redactor, Education Publishing House
81 Tran Hung Dao Str., Hanoi
Tel: 84-4-262010 84-4-262011

KENYA
Ms. Asenath Bole Odaga
Managing Director, Lake Publishers & Enterprise Ltd.
P.O.Box 1743, Kisumu, Nairobi
Tel: 254-35-22291,43386 254-035-44911, 43386

3. PROGRAMME SCHEDULE

21 September (Wed.)

10:15 - 10:55	Registration
11:00 - 13:00	Opening Ceremony & Welcome Party
13:00 - 16:30	Course orientation

22 September (Thu.)

9:30 - 12:30	Present Situation of Book Marketing and Its Problems in Respective Countries (Presentation of the participants' reports)
12:30 - 14:00	Lunch
14:00 - 17:00	NP-Method Discussion on the Problems of Book Marketing in Respective Countries in groups

23 September (Fri.)

9:30 - 12:30	"Publishing as Communication Media" by Mr. Hideo Shimizu, Professor Emeritus of Aoyama Gakuin University
12:30 - 14:00	Lunch
14:00 - 17:00	"Developing Publishing Business and Marketing of Children's Books" by Mr. Tadashi Matsui, Chairman of Fukuinkan Shoten Publishers

BEST COPY AVAILABLE

24 September (Sat.)

9:30 - 12:30	Sharing Experiences and Discussion on Promotion of Literacy & Reading Habits and Book Distribution in Rural Areas
12:30 - 13:30	Lunch
14:00 - 16:00	Visit to a bookstore (Maruzen Bookstore)

25 September (Sun.) Holiday

26 September (Mon.)

9:30 - 12:30	"Practices of Book Marketing in Japan" by Mr. Yoshio Aida, Former Auditor of Misuzu Shobo Publishing Co.
12:30 - 14:00	Lunch
14:00 - 17:00	"Approaches for Successful Book Marketing" by Mr. Shoichi Nagai, Assistant Director of Magazine Sales Promotion Div., Kodansha Ltd.

27 September (Tue.)

10:00 - 12:00	visit to a publishing house (Kodansha Ltd.)
12:00 - 13:30	Lunch given by Kodansha
14:00 - 17:00	"Marketing and Editing of Magazines" by Mr. Mitsutoshi Igarashi, Director of the Fifth Editorial Department, Shogakukan Inc.

28 September (Wed.)

9:30 - 12:15	"Marketing Practices of Trade Publishing in U.S.A." by Mr. Tetsu Shirai, Deputy Executive Director of International Division, Kodansha Ltd. Mr. Kuniaki Ura Manager for Sales & Marketing, Kodansha International Ltd.
12:15 - 13:15	Lunch
14:30 - 17:00	observation visit to a book distribution centre (Nippon Shuppan Hanbai Inc.) "The Role of Wholesale Distributors in Book Sales in Japan" by Mr. Masayoshi Yoshida, Director of Distribution Planning Office, Ohji Distribution Centre Nippon Shuppan Hanbai Inc. (NIPPAN)

29 September (Thu.)

9:30 - 12:30	"Marketing of School Textbooks and Educational Materials in Japan" by Mr. Bunpei Mizunuma, Director of Sales Promotion Dept. Tokyo Shoseki Company Ltd.
12:30 - 14:00	Lunch
14:00 - 16:00	"Bookshops and Sales Promotion" by Mr. Tadao Nireki, General Manager, Overseas Store Business Management, Store Division, Maruzen Co., Ltd.
16:10 - 18:00	"Strategies for Improving Local Distribution of Books" by Mr. Shozo Ikari President of Book Service Ltd.

30 September (Fri.)

9:30 - 12:30	"Book Marketing and Distribution: Marketing Theory and Practice" by Ms. Alison Baverstock, Book Marketing Consultant
12:30 - 14:00	Lunch
14:00 - 17:00	"How to Market Books More Effectively" by Ms. Alison Baverstock

1 October (Sat.)

9:30 - 12:30	NP-Discussion on Improvement of Book Marketing and Distribution
12:30 - 14:00	Lunch
14:00 - 15:00	Presentation of Results of NP-Discussion (plenary)

2 October (Sun.) Holiday

3 October (Mon.)

9:30 - 12:30	Practical Session on Drafting Effective Marketing Plans of Publications by Ms. Alison Baverstock

12:30 - 14:00 Lunch

14:00 - 17:00 Practical Session: continued

4 October (Tue.)

9:30 - 12:30 Practical Session: continued

12:30 - 14:00 Lunch

14:00 - 17:00 Practical Session: continued

5 October (Wed.)

9:30 - 12:30 Presentation of Book Marketing Plans (Plenary Session)

12:30 - 14:00 Lunch

14:00 - 16:00 Preparation of Final Reports

6 & 7 October (Thu.& Fri.) Observation trip to Kyoto

8 October (Sat.)

10:00 - 12:00 Final discussion
12:15 - 12:45 Closing ceremony
13:00 - 14:00 Farewell party

4. LIST OF LECTURERS

Prof. Hideo Shimizu
Professor Emeritus, Aoyama Gakuin University
Attorney at Law
Councilor of ACCU

Prof. Shimizu served as the President of the Society for Publishing Studies of Japan, Representative Director of the Japan Civil Liberties Union and served in other important posts in publishing and mass media in Japan. He was one of the founding members of the Tokyo Book Development Centre for UNESCO (TBDC), the predecessor of ACCU, and was the Executive Director of TBDC. First he started his career as an editor in Chuo Koronsha, a well-known publisher of academic books, then he taught in Faculty of Law, Aoyama Gakuin University and served as its Dean. Authored are those including "Freedom of Thought, Conscience and Speech" , "Studies of Contemporary Publishing", "Studies of Communication Law", "Ethics of Mass Media", etc.
address: 5-10-3, Arima, Miyamae-ku, Kawasaki-shi, Kanagawa-ken, Japan

Ms. Alison Baverstock
Book Marketing Consultant

She worked for a number of different publishing companies before setting up a marketing consultancy. Her clients come from the publishing industry and elsewhere. She is a regular lecturer at the Book House Training Centre in London. Authored "How to Market Books" and "Are Books Different?"
address: 143, The Keep, Kingston upon Thames KT2 5UE, Surrey, U.K.

Mr. Tadashi Matsui
Chairman, Fukuinkan Shoten Publishers
Councilor of ACCU

Since the founding of Fukuinkan Shoten Publishers, a leading publisher of children's books, in 1952, he served as the editor-in-chief and from 1968 to 1985 was the President. Member of the Planning Committee of the Asian/Pacific Copublication Programme (ACP) of ACCU. He was invited to give lectures on children's book publishing in France, China, Korea and organized several exhibitions of important and historical children's books. Authored twenty titles including theories of children's books and picture books and numerous articles on children's books.
address: Fukuinkan Shoten, 6-6-3, Honkomagome, Bunkyo-ku, Tokyo 113 Japan

Mr. Yoshio Aida
Former Auditor, Misuzu Shobo Publishing Co.

Joined Misuzu Shobo, a well-known academic and general books publisher, when established in 1946 and served as Director of the Sales Department of Misuzu Shobo for over 25 years. Authored "Practices of Publishing Sales" and "Reading the Data of Publishing Sales".
address: 410 Katakuracho, Kanagawa-ku, Yokohama, Kanagawa-ken, Japan

Mr. Shoichi Nagai
Assistant Director, Magazine Sales Promotion Division, Kodansha Ltd.

Authored "Publishing Data and Sales" (in Japanese) (Deta ga Kaeru Shuppan Hanbai) in 1994. Graduated from Keio University (Faculty of Economics) in 1973. He joined Kodansha Publishing House and engaged in advertising, sales and marketing of books for more than 20 years. Since 1989 He serves as the Middle and Small-scale Enterprise Management Consultant registered at the Japanese Ministry of Industry , Trade and International Cooperation.
address: Kodansha Ltd., 2-12-21, Otowa, Bunkyo-ku, Tokyo, 112-01, Japan

Mr. Tetsu Shirai
Deputy Executive Director, International Division, Kodansha Ltd.
address: Kodansha Ltd., 12-21, Otowa 2-chome, Bunkyo-ku, Tokyo 112,-01 Japan

Mr. Kuniaki Ura
Manager for Sales & Marketing, Kodansha International Ltd.
address: Kodansha International, 1-17-14, Otowa, Bunkyo-ku, Tokyo 112 Japan

Mr. Mitsutoshi Igarashi
Director of the Fifth Editorial Department, Shogakukan Inc.
address: Shogakukan Inc., 3-1, Hitotsubashi 2-chome, Chiyoda-ku, Tokyo 101-01, Japan

Mr. Bunpei Mizunuma
Director, Sales and Promotion Department, Tokyo Shoseki Publishing Co.
address: Tokyo Shoseki Publishing Co., 2-17-1, Horifune, Kita-ku, Tokyo, 114, Japan

Mr. Masayoshi Yoshida
Director, Distribution Planning Office, Nippon Shuppan Hanbai Inc. (NIPPAN)

He has a long experience in distributing and marketing of publications. Joined Nippon Shuppan Hanbai in 1958 and served as director of IE Office and West-Japan Publications Distribution Centre and since 1994 serving in present position.
address: Oji Ryutsu Center, Nihon Shuppan Hanbai, 5-1-21, Toshima, Kita-ku, Tokyo, 114, Japan

Mr. Tadao Nireki
General Manager, Overseas Store Business Management, Store Division, Maruzen Co., Ltd.

Joined Maruzen Bookstore in 1963 and involved in direct sales, management of stores and planning promotional activities. He has been responsible for opening new stores recently.
address: Maruzen Co. Ltd., 16-1, Nihombashi 2-chome, Chuo-ku, Tokyo 103, Japan

Mr. Shozo Ikari
President, Book Service Co., Ltd.

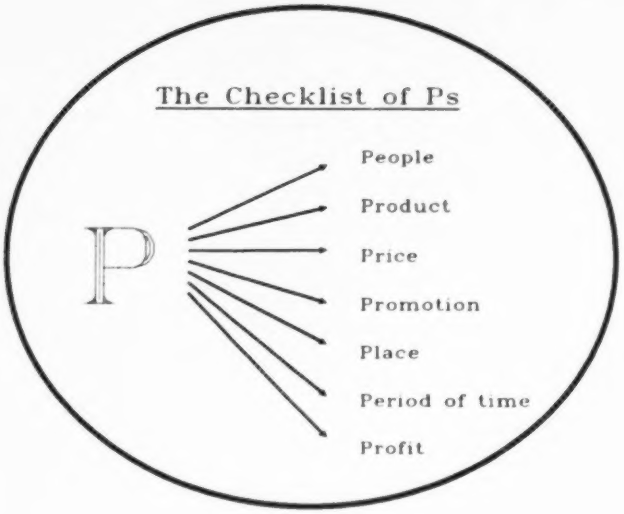
Joined Yamato Transportation Co., one of the biggest transportation companies in Japan, in 1951 and served as Managing Director in Regional Offices all over the country. In 1983, served as the Executive Director of Yamato Transportation Co. and created books transportation division in his company. Since 1992, President of Book Services Co. which delivers books directly from the publishers to the individual readers through transportation network.
address: Book Service Co., Ltd., 1-28-10, Hongo, Bunkyo-ku, Tokyo, Japan

Mr. Nobuaki Murakami
Journalist on Book Distribution

Served in various posts including those of Director of Editors' School in Japan, Director of the Modern Journalism Publishing Association, Director and Editor-in-Chief of the Shinbunka News Service (New Cultural News Service), and lecturer at the Newspaper Institute, University of Tokyo. Authored "Essential Guide to Bookmaking", "Introduction to Magazine Making", "A Quick Guide to Copyright" and "The Publishing Industry", etc.
address: 4-1-6, Oshitate-cho, Fuchu-shi, Tokyo 183 Japan

5. LIST OF SECRETARIAT MEMBERS

Toshiyuki Hattori	President
Tetsuo Misumi	Director-General
Shigeo Miyamoto	Executive-Director
Takao Tajima	Director, Book Development and Literacy Department
Shinji Tajima	Director, Book Development and Literacy Division
Shigeru Aoyagi	Assistant Director, Book Development and Literacy Division
Taeko Kurokawa	Unit Chief, Book Development and Literacy Division
Misako Ohnuki	Senior Specialist, Book Development and Literacy Division
Hisako Motoyama	Specialist, Book Development and Literacy Division
Rika Yorozu	Specialist Book Development and Literacy Division


The Checklist of Ps
P
People
Product
Price
Promotion
Place
Period of time
Profit

Asia/Pacific Cultural Centre for UNESCO (ACCU), 1994